

ΣΑΕ THE RECORD

VOLUME 133, ISSUE NUMBER 3

THE POWER OF REPLICATION

THE BEST RECRUITMENT TIPS TO GROW OUR FRATERNITY

ALSO FEATURED:

HITTING THE PAVEMENT FOR A FALLEN BROTHER

PHI ALPHA SURGE

How Our Undergrads Outperformed Alumni

FALL 2014



Talk about stepping up to the challenge. When event organizers needed last-minute volunteers for New England's Walk4Hearing fundraiser, brothers from **MASSACHUSETTS GAMMA** at Harvard University showed up without question.



Brothers from **KENTUCKY SIGMA** at the University of Louisville participated in Take Back the Night, an event to promote awareness of sexual abuse and domestic assault against women. Pictured with the men are Dr. Terry Singer, faculty adviser, and Dr. Shirley Willihnaganz, Provost and Dean of the Kent School of Social Work.



ESA Brad Cohen visited Stillwater, Oklahoma, earlier this year and enjoyed a Cowboys basketball game with **BOONE PICKENS** (Oklahoma State '51).



Collegiate members attended the **PROVINCE EPSILON-ALPHA LEADERSHIP SCHOOL** this past April in Milledgeville, Georgia.



Former Sigma Alpha Epsilon staff member **JEFF CURTIS** (Idaho '98) married Anna Arodzero in October, and five other former staffers attended festivities. Pictured are Bryan Ott (Simpson '95), Scott Thomas (Idaho '94), Curtis, Ryan Whitney (Idaho '97), Chad Whitney (Idaho '00) and Chris Cammann (Idaho '00).



Three of **VIRGINIA DELTA**'s Founding Fathers traveled to Brazil for the FIFA World Cup, taking the ΣΑΕ flag along with them. Pictured are Nilesch Patel, Saul Gomez and Josh Knox.

FEATURES

7 WAYS TO KEEP THE RUST AWAY

19

Our insurance partner, Nationwide, provides the biggest tips and tricks to navigate the winter season and to keep your vehicle prepared for snow, ice, sleet and salt.

MODERN SOLUTION FOR ANTIQUATED SPEED

21

Brothers at Indiana Gamma could no longer bear the snail-like speed of their internet routers, so SAE Financial & Housing Corporation stepped in to come up with a solution using a technology partner.

THE CHAPTER BRAND MANAGER

24

Social media reaches more people than nearly every other form of communication. But when all eyes are watching what you do, have you considered how you represent the letters you wear? In the TGI section, we provide some food for thought on how our brand is conveyed to a mass audience that craves consumption.

CONTACTS

FRATERNITY SERVICE CENTER:
www.sae.net, thetgi.sae.net,
(800) 233-1856

LETTERS TO THE EDITOR:
editor@sae.net

ADDRESS CHANGES:
www.sae.net or mkilb@sae.net,
ext. 228

CHAPTER SERVICES:
dabernathy@sae.net

EXPANSION:
jhall@sae.net

FOUNDATION:
jandrick@sae.net, ext. 221

CHAPTER FINANCE:
mkilb@sae.net, ext. 228

CHAPTER CRISIS:
cbrown@sae.net

SCHOLARSHIPS & AWARDS:
jirwin@sae.net, ext. 232

THE TRUE GENTLEMAN INITIATIVE:
jirwin@sae.net, ext. 232

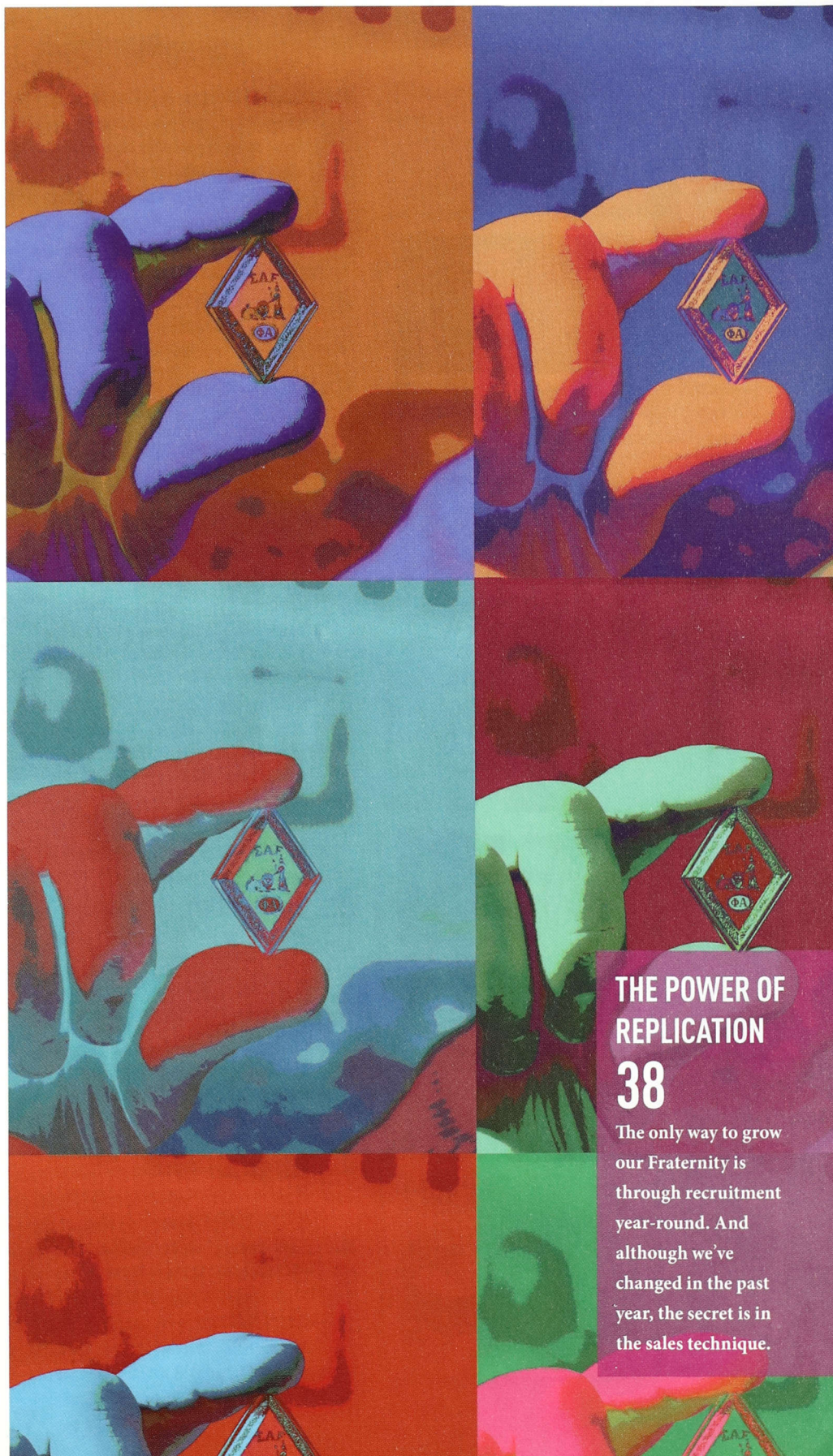
MEDIA & PUBLIC RELATIONS:
bweghorst@sae.net, ext. 238

CHAPTER FUNDS:
jandrick@sae.net, ext. 221

STUDENT LOANS:
dstanczak@sae.net, ext. 205

TO MAKE A RECRUITMENT RECOMMENDATION:
www.sae.net or dabernathy@sae.net

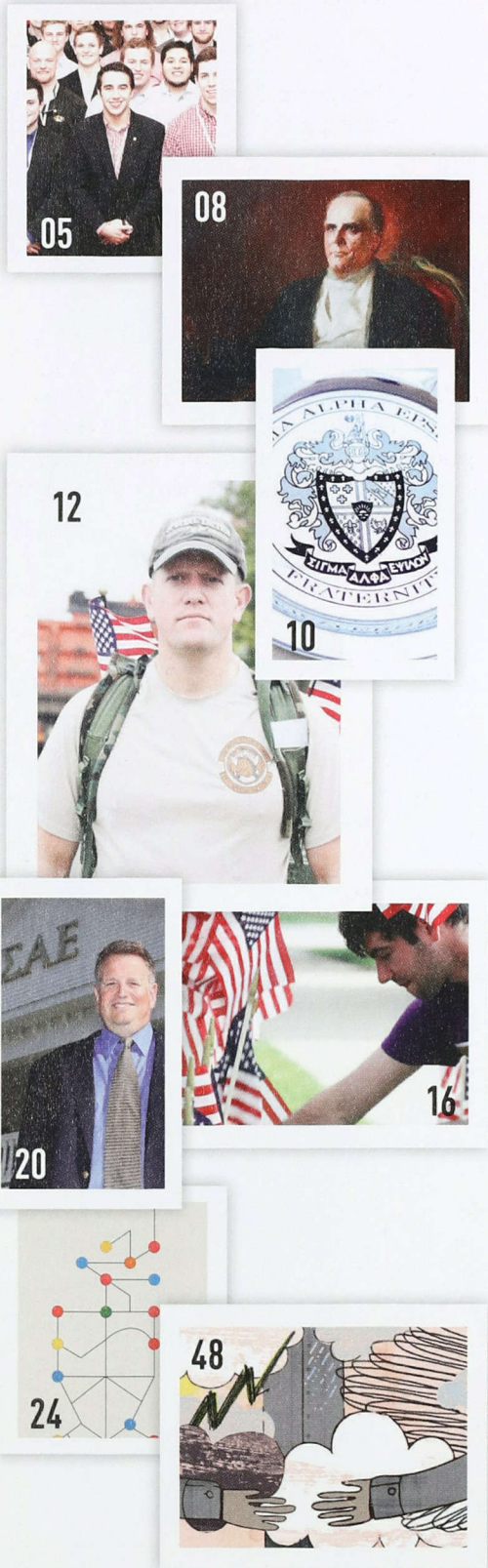
TO SUBMIT A NEWS ITEM:
Editor, 1856 Sheridan Road, Evanston,
Illinois 60201-3837 or editor@sae.net



THE POWER OF REPLICATION

38

The only way to grow our Fraternity is through recruitment year-round. And although we've changed in the past year, the secret is in the sales technique.



- 03 **VOICE OF THE ESA** Our ESA started out as a staff person who grew the Fraternity. He offers additional advice and a challenge to accompany our cover story.
- 04 **TRENDING** What's in, what's out; what's hot; what's not. We've compiled the social-media trend sheet.
- 05 **NEWS FROM HQ** Want to know what's happening at 1856 Sheridan Road? Tidbits for the need-to-know.
- 08 **CHAPTER ALUMNUS** The Big Apple is home to more than Wall Street, Broadway and Times Square. How a group of alumni embrace their surroundings.
- 10 **ARCHIVES** Limited-edition items are part of our history, but how many people remember a sterling attraction from several decades ago?
- 12 **IN PROFILE** He set out on foot for a long walk, but the reason behind the journey is directly related to honoring a Navy SEAL's life.
- 16 **FOUNDATION** Engagement, endowment and end goals. Just a few of the happenings on the Foundation side of the house.
- 20 **F&H CORPORATION** Tired of sluggish, outdated internet connections? Find out how one chapter turned their problem into a positive.
- 24 **TRUE GENTLEMAN INITIATIVE** Addicted to social media? With technology comes great fraternal responsibility.
- 26 **IN MEMORY & IN HONOR** This is the roster of men we remember and honor for this issue.
- 28 **NEWS BRIEFS** What's happening on the West Coast, the East Coast and all points in between? News newsworthy enough to share.
- 34 **DONORS** Our Foundation's mission is enhanced through the faces and names we thank.
- 48 **RANT** Hate the winter weather? Love the sunshine? Our managing editor explains why he pays attention to the winds aloft.

ΣΑΕ THE RECORD

The Record of Sigma Alpha Epsilon
Published Continuously Since 1880
Circulation 25,000

Director
BRANDON E. WEGHORST

Assistant Director
MATT ALAIO

Art Director
NEIGERDESIGN

Copyright © 2014
Sigma Alpha Epsilon Fraternity

The Sigma Alpha Epsilon Fraternity Service Center is located at the Levere Memorial Temple in Evanston, IL. For more information, call (800) 233-1856 weekdays between 9 a.m. and 5 p.m. CST.

Other communications information:
(847) 475-2250, fax; editor@sae.net,
e-mail; www.sae.net, www.thetgi.net
and www.saearecord.net, websites.

BLAINE K. AYERS (Kentucky '01)
is the Eminent Supreme Recorder.

THE 2013-2015 SUPREME COUNCIL
Eminent Supreme Archon
Bradley M. Cohen (Arizona '85)

Eminent Supreme Deputy Archon
Steven W. Churchill (Iowa State '85)

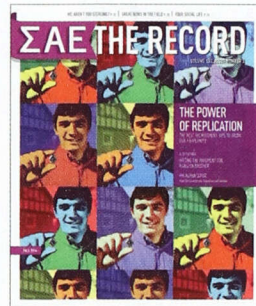
Eminent Supreme Warden
Thomas J. Dement II
(Middle Tennessee State '90)

Eminent Supreme Herald
Gregory D. Brandt (Drake '84)

Eminent Supreme Chronicler
Michael J. Corelli (Northern Illinois '01)

Honorary Eminent Supreme Archon
Brig. Gen. Richard M. Hooker
(Vermont '55)

Sigma Alpha Epsilon is a
proud member of the



ON THE COVER

Our cover features an artistic rendering and style created by NeigerDesign that illustrates our main feature story about the importance of recruitment and the power of replicating our badge through growth in numbers. The model for the art is Max Harmon from Ohio Epsilon at the University of Cincinnati. Design by Jim Hutchison. The cover finish is done with spot reticulation, which is a technique on press that hits certain areas with varnish and a glossy coat to help them stand out from the rest of the cover's finish.

SPECIAL THANKS

The Record would like to thank Capt. Nate Tingle, the Kentucky Gamma alumnus who took time out of his busy schedule to talk with us about his humble journey through the Bluegrass State and the motivation behind his quest. We admire what he and others have done to honor the life of Navy SEAL Collin Thomas. We'd also like to thank David Stollman, Tom Healy, Todd Buchanan and Adam Beckerleg for their contributions to our main cover story. And finally we think a special thanks is in order for Gage Woolley for his social-media expertise and for crunching otherwise dull stats to make them a little bit more exciting.

VOICE OF THE
ESA



GREETINGS, BROTHERS!

A lot has taken place since our last issue. Sigma Alpha Epsilon is well underway in implementing the new True Gentleman Experience, or TGE, which has replaced the pledging process. I am excited to report that our 15,000 undergraduate brothers have adapted to the change exceptionally well and that this initiative has been receiving rave reviews from university administrators, the media, our insurance carriers, parents and alumni and collegiate members alike.

Since we announced the launch of the TGE on March 9, 2014, we have initiated more than 5,500 brothers. Grades for the Spring 2014 semester have increased across the board, and the number of reported incidents has been curtailed. Recruitment numbers for this Fall 2014 semester are higher than the same period last year. Even universities and IFCs are starting to follow Σ AE's lead by requiring their Greek-letter system to eliminate pledging.

This issue of *The Record* focuses on recruitment, the bloodline of our Fraternity. As this issue goes to print, nearly 325,000 brothers have been initiated into Sigma Alpha Epsilon since our founding in 1856. When I joined the Supreme Council nine years ago, we had 7,500 undergraduate brothers. Past Eminent Supreme Archon Todd Buchanan launched the "Be the One" campaign during his tenure, and its effects have had a profound impact on our organization. We recently reached an all-time high of 15,000 undergraduate members.

In today's fraternity environment, no one individual can be expected to recruit for the entire chapter. Each brother needs to go out and find one friend and recruit him each recruitment period. In addition, alumni have a significant impact on recruitment efforts, and I encourage you to attend a chapter's recruitment event. College students are looking for a safe place to belong, a place to share friendship and brotherhood and a place to have fun and utilize our enormous network of alumni to assist them with networking after graduation. Sigma Alpha Epsilon offers all of these opportunities and much more to today's college students.

Under the True Gentlemen Experience, we are finding that more students are interested in Σ AE than during any point in the past decades. Those men who hold leadership positions on campus, college athletes and scholars likely would not have been interested in Sigma Alpha Epsilon

prior to the changes we made. Now, they see the opportunity to join without their membership adversely impacting their existing activities on campus, and they are joining our chapters. They no longer have to endure a six-week, ten-week or longer intensive and time-consuming pledge program, but rather have the opportunity to learn everything about our Fraternity, our glorious history, traditions, Ritual, leadership, community service and brotherhood over the course of their collegiate tenure.

As I have said many times, Sigma Alpha Epsilon is not just about a pledge program or even our undergraduate experience. Sigma Alpha Epsilon is a lifelong experience. While I realize the changes we made as the Fraternity's leaders were controversial at first, I am reassured to find that Σ AE is thriving and growing again. We are bigger, stronger and safer than we have ever been. Gentlemen, our brightest days are still ahead.

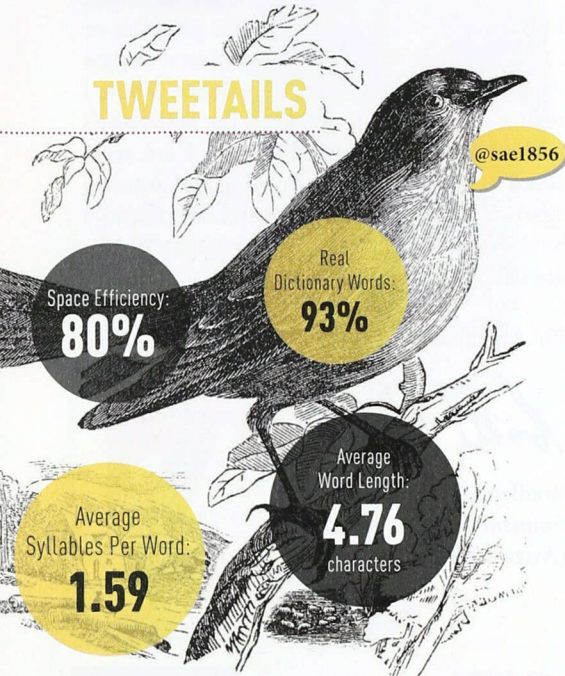
Phi Alpha!

A handwritten signature in black ink, reading "Bradley M. Cohen". The signature is fluid and cursive, with a long horizontal stroke at the end.

Bradley M. Cohen
Eminent Supreme Archon
(Arizona '85)

TRENDING

TWEETAILED

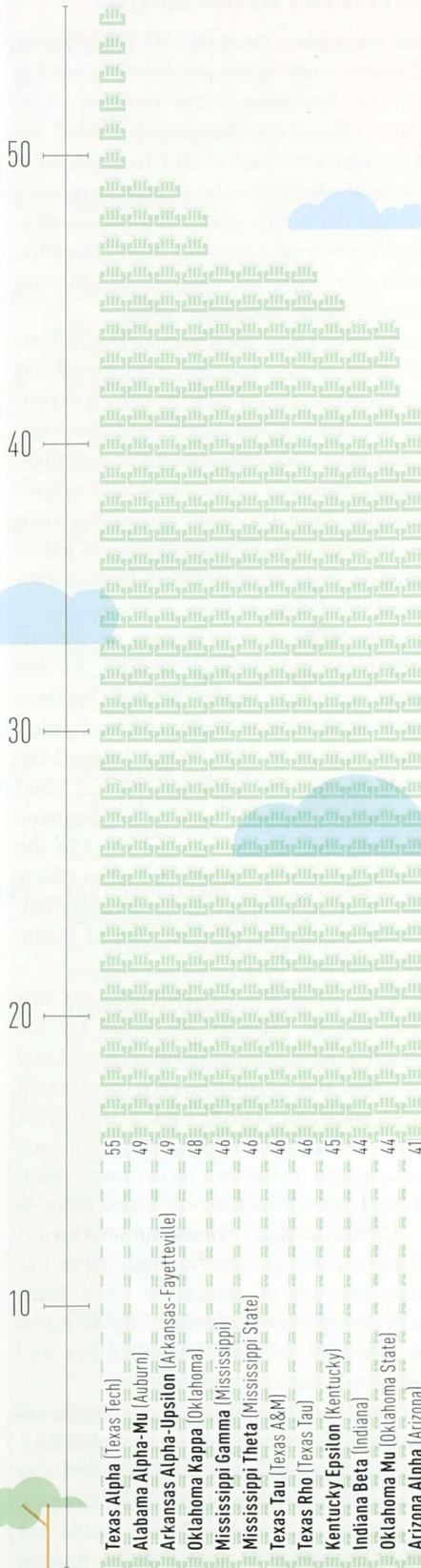


OF NEW INITIATES SINCE THE TRUE GENTLEMAN EXPERIENCE WAS INTRODUCED

5,582

TOP 12

FALL RECRUITMENT CHAPTERS



MOST POPULAR FACEBOOK POSTS



JULY 1, 2014 Looks like some Virginia Delta brothers are all about the World Cup, and they didn't forget to take their ΣΑΕ pride to Brazil.
 ❤️ likes: 1,429 🗨️ shares: 84



SEPTEMBER 7, 2014 It's official; we're international again! Congrats to the 21 men in the Quebec Alpha colony at McGill University, the latest addition to the Province Alpha family. Best wishes and best of luck, gentlemen!
 ❤️ likes: 718 🗨️ shares: 21



AUGUST 26, 2014 Looks like we have a future TG in the works: James Gage Hardin, son of Scott Hardin (Northern Colorado '93). For his baptism, fellow alum and godfather David Gustas provided some ΣΑΕ swag for the little guy. Phi Almost, James!
 ❤️ likes: 642 🗨️ shares: 21



FAREWELL TO A DEAR DIXIE BROTHER
JAMES M. WILSON (1933-2014)

James M. Wilson, known affectionately to many brothers as “Prof,” joined Chapter Eternal on Thursday, October 16, 2014.

He was 81 years old. Wilson, a Past Honorary Eminent Supreme Archon, served as the founding chapter adviser for Louisiana Alpha at the University of Louisiana at Lafayette and continued in his advisory role for nearly 50 years. In 1968, when Wilson was 36, he was initiated with the colony members during their chartering ceremony.

Wilson was born in Boyle, Mississippi, and grew up on a cotton farm in the Mississippi Delta. At age 13, his father was killed in an

accident, and during his adolescence, he worked long days in the cotton fields. He graduated from high school in 1951 and attended Delta State Teachers College. However, he put his education on hold for three years while he served the U.S. Army in the Army Security Agency, earning the rank of Sergeant 1st Class. Then he returned to college and graduated in 1960. Wilson went on to obtain a master’s degree in accounting from the University of Mississippi in 1963. He also completed post-graduate work both at the University of Texas at Austin and Mississippi State University.

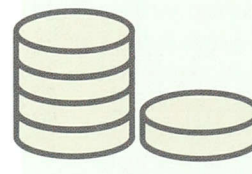
He accepted a job as an accounting professor at the University of Southwestern Louisiana, which later became the University of Louisiana, and retired after 20 years on faculty. In addition to serving as Louisiana Alpha’s chapter adviser, Wilson served as a house corporation president and as Province Theta Archon, Deputy Archon and Treasurer. He has earned nearly all of the Fraternity’s awards, including the Order of the Lion, Order of Minerva, Merit Key and Distinguished Service Awards. On the local level, he received numerous honors, such as Outstanding

Chapter Adviser and Alumnus of the Year Awards. He attended many national conventions as the delegate to the Louisiana Alpha Alumni Association, and he served as the Honorary Eminent Supreme Archon from 2011 to 2013.

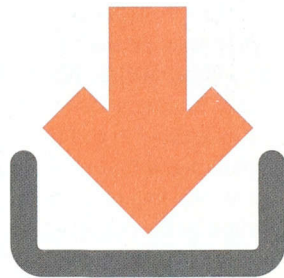
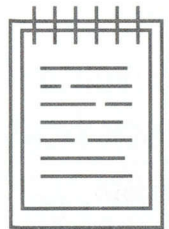
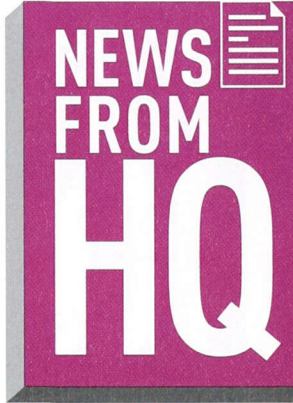
He is survived by his wife, Anne, four children and seven grandchildren. Wilson was also proud that his step-son, Mark, joined Sigma Alpha Epsilon at Baylor University. *Gifts in his memory may be made to the Sigma Alpha Epsilon Foundation, 1856 Sheridan Road, Evanston, IL 60201-3837, or online at www.sae.net/donate.*

SCHOLARLY ENDEAVORS

Scholarship applications from the Sigma Alpha Epsilon Foundation are now available. Through the generosity of alumni and friends who support one of the core missions of the Foundation, \$88,000 in funds is available for 52 recipients via numerous scholarships. Qualified applicants must be a brother in good standing, must maintain a minimum 3.0 cumulative undergraduate GPA and must be enrolled in coursework for the Fall 2015 term. The various scholarships reward our members for academic excellence as well as accomplishments in other areas, such as community service or leadership. The deadline is March 1, 2015. *Full descriptions and details, as well as the applications, can be found at www.sae.net/foundation-scholarships.*

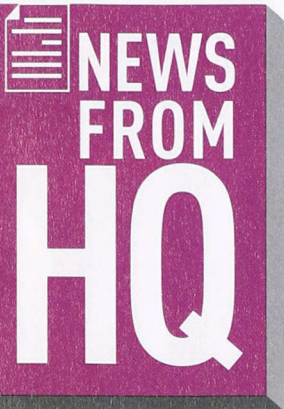


\$88,000
in funds is
available



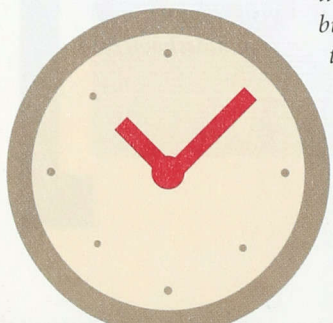
Province Archons, Did Ya Know?

As a reminder to our Province Archons and Province Councils, Regional Leadership School Grant applications are available to help fund your educational endeavors and regional programming. For details, visit www.sae.net/regionalschoolgrant.



The Convention Clock Ticks

As with previous years, the deadline for Fraternity Laws proposals has been set for December 15, 2014, at 12 midnight CT. Any brother in good standing may propose a change for consideration by the delegation at the 159th Anniversary Convention next June in Newport Beach, California. Proposals should be typewritten, and e-mail submissions are preferred. In addition, amendments or changes should include both the current law and then the revised law proposal immediately following it. The rationale for the proposal, which is published in the *Phi Alpha*, should



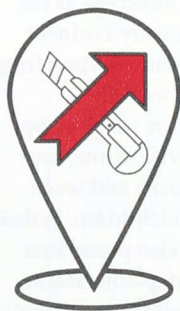
be included as well. *Law proposals should be submitted directly to Eminent Supreme Recorder Boomer Ayers at bayers@sae.net.*

In addition, brothers who wish to declare their candidacy for an office elected by the convention delegation may do so at any point leading up to the event. However, those brothers who wish to have their bios published in the *Phi Alpha* should declare their candidacy and provide their bio by December 15, 2014. *Formal declarations of candidacy should be submitted directly to Eminent Supreme Recorder Boomer Ayers at bayers@sae.net.*

The *Phi Alpha*, which serves as the official convention publication, will be released in its digital format by early April in order to provide both collegiate and alumni members an opportunity to review and discuss all information, as necessary. Convention registration and our official hotel block will open in January 2015, and members will receive more information during the course of the next eight months. *For questions about convention business, logistics and travel information, contact Convention Manager Brandon Weghorst at bweghorst@sae.net or at (847) 424-3038.*

Back to Home Base

The Baseline Experience, which is one of the first steps of our True Gentleman Experience — the facet that provides a basic introduction and understanding of Sigma Alpha Epsilon — has been completed by many chapters. However, until the official Baseline Experience is completed online at thetgi.sae.net, the requirement is not fulfilled as part of the experience. Our Member Educators, Eminent Archons and advisers should make sure that all members have completed the Baseline Experience, which can be accessed via the members-only account at thetgi.sae.net.



Your Upgrade is So Money

The SAE Financial & Housing Corporation has announced its 2014-2015 Home Improvement Contest, which rewards our chapters for projects

that either improve their homes or a community property in a positive, beneficial way. This year, the contest will have two winners: one grand prize of \$4,000 and one runner-up prize of \$2,000. Some examples of projects include, but are not limited to, interior renovations, exterior upgrades, “green” initiatives or community beautification or restoration. The contest app includes a pre-project form and the actual entry form. *For complete details, visit www.sae.net/homeimprovement-contest.*

Avoid an Audit

Each year, we like to remind the Realm that IRS Form 990s should be filed with the IRS, per government regulation. Those forms are due the 15th of the 5th month following the end of your fiscal year. All chapter, alumni-association and house-corporation groups are required by the IRS to file the report. Failure to do so can result in the loss of your exempt status. Confirmation or copies of those filings should be sent to Staff Accountant Dan Stanczak at the Fraternity Service Center to comply

continued top of next page...

DATES, DEETS & DEADLINES



DECEMBER 15, 2014
Deadline for Fraternity Laws proposals
Deadline for candidacy declarations for inclusion in *Phi Alpha* publication

DECEMBER 31, 2014
Last day to make a tax-deductible gift in calendar year 2014



JANUARY 9-11, 2015
Eminent Archon Institute Chicago, IL

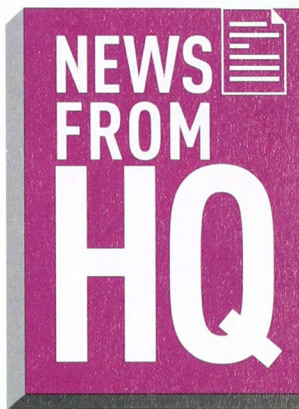
JANUARY 15, 2015
Inner Circle applications due



MARCH 27-29, 2015
Inner Circle Prince Frederick, MD



JUNE 18-20, 2015
159th Anniversary Convention Newport Beach, CA



Heads of State Unite ↗

with Fraternity Law. If you have any questions, you can contact Stanczak at (847) 424-3005 or at dstanczak@sae.net.

Eminent Archons, take note. The big meeting for you as chairman of the board is coming up in less than two months, and you are part of a historic chapter in our history. Our Eminent Archon Institute will take place January 9-11, 2015, in Chicago at the Chicago Airport Marriott near O'Hare International Airport. The registration fee of \$185 covers lodging and meals as well as the entire program. Attendees are responsible for their own travel. Save the date, and register as soon as possible. If you are an Eminent Archon-Elect who will be taking over in January, take note as well. And if you're aspiring to run for the office before the holidays, well, we think you should jot down the dates, too. Go to www.sae.net/eainstitute.



In the Chapter Eternal from the most recent annual-report edition, we listed Edward N. Henney (Colorado State '49) as deceased. But we are happy to report he is alive and well. Our apologies.



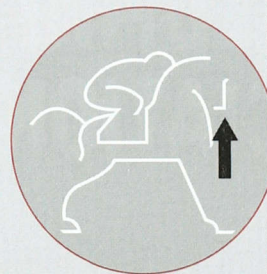
Don't forget about SAE Mobile, a new communication tool that will help bring the fraternal experience directly to your iPhone. Our app is available in the iTunes App Store. For more information, go to www.sae.net/app. **END**



BUZZWORTHY

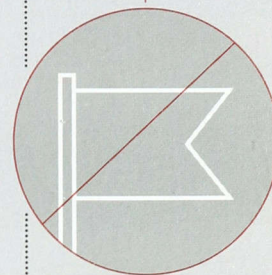
THUMBS UP

Alumnus **Bob Baffert's** horse, Bayern, won the Breeders' Cup Classic by just a nose.



THUMBS DOWN

Following the death of a freshman pledge at a fraternity house, **West Virginia University** officials suspended all Greek-letter activity until further notice, a move we support.





CHAPTER ALUMNUS:



NEW YORK CITY ALUMNI ASSOCIATION

BY JULIAN BURRELL,
CONTRIBUTING WRITER

There is a certain sense of spectacle that comes with being in such a prime location as New York City. The city is possibly the largest media and business market in the United States, a veritable hotbed for networking, activity and aspirations. That is exactly what Erik Pigmans wants the Sigma Alpha Epsilon alumni association of the city to help facilitate since he became a part of it many years ago.

“I think there’s an immense potential here. It’s the highest concentration of ΣΑΕ in the country,” Pigmans says, recalling the first time that he came New York and sought out a network of his fellow alumni.

Pigmans (Boston ’00) first joined the Alumni Association of New York City 16 years ago. At that time it was very limited both in terms of scope and membership numbers. However, those members who were enrolled in the organization saw room for growth and decided to help it along. For a number of years, Pigmans

served as the organization’s social chairman, a role that he still holds to this day. In fact, he is responsible for planning and hosting the events for the association, and he considers this position to be his passion project, priding himself on hosting events that excite his members and draw in outsiders.

“Social chairman is probably one of the more important positions,” Pigmans says. “All the organization has is events. Somebody needs to take the lead on the events, and since they end up building membership and driving activity from our members, it’s pretty critical.”

Two years ago he also stepped into another role: president of the association. “I’m not exactly one for the limelight, per se. But there was a job to be done. I felt as if someone needed to step up to the plate.”

Pigmans recognizes that a great number of young men come to New York City hungry to make a name for themselves after college is over. Sigma Alpha Epsilon is in a great position to help steer these men in the proper direction for their

IN ONE SIMPLE WORD, I WANT PEOPLE TO THINK OF IT AS COMFORTABLE. AS COMFORTABLE AS YOUR HOME. I WANT PEOPLE TO THINK OF THE ORGANIZATION JUST AS MUCH AS MINE AS IT IS YOURS OR ANY OTHER BROTHER'S.

futures, and the association is part of that effort.

The New York City Alumni Association includes roughly 100 members, most of whom consider the Fraternity to be the top priority in their lives. Members are not limited to one age demographic, as Pigmans notes that the association's membership mainly consists of adults between the ages of 28 to 40. The goal for the current members is to provide an atmosphere where younger members fresh out of college can be welcomed into the fold — as well as provide older members with the opportunity to be a mentor to the less-experienced individuals.

"It's great to go out and have fun and do fellowship, but I look at it as we have to promote ourselves. We have to show our guys that brotherhood doesn't just stop at the chapter house," Pigmans says. "Whether that's answering questions such as 'Where is a good place to go out?' or 'Where's a good date spot?' or 'Where can I get my next job lead?' — I think that's really the most important role of the alumni association."

Taking some of those factors into consideration, the New York City Alumni Association maintains an overall strategy of frequent events to keep members engaged. Highlights have included an annual golf tournament, where members can interact in a relaxed setting, to events like the Phoenix Symposium, which is a networking opportunity with another sorority that includes guest speakers and is also open to undergraduate members. The purpose of the Symposium is to engage newly graduated brothers and set them on the path to professional success as they prepare to graduate from college.

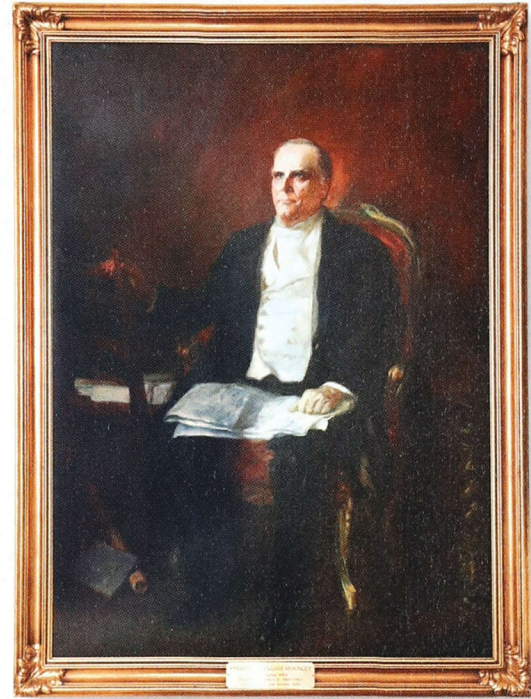
Pigmans says organizing successful events has become almost second-nature to him. "I like to put people together. And I like to have fun, too." Among the other key events the organization hosts are annual Cinco de Mayo and Oktoberfest gatherings, a holiday charity fundraiser for Toys for Tots and a dinner on Founders Day.

The New York City Alumni Association is similar to other area alumni associations in that it does not have a specific chapter or campus to which all members belong. And although alumni associations do not have houses like chapters, Pigmans says a shared venue is a lofty goal of his group. "I think that everybody involved with this association shares a similar, larger-scale dream of having some sort of real estate in the city. I haven't been shy about this path," Pigmans says. "Harvard has a club here. Yale has a club here. I don't know why the best fraternity in the country can't have one. That's something we've been working toward, but it's a long way away."

In a city nicknamed the Big Apple and often regarded for its scale and spectacle, Pigmans and the rest of the New York City Alumni Association members are looking to channel the energy of their location and transfer it into something much more intimate.

"In one simple word, I want people to think of it as comfortable," Pigmans explains. "As comfortable as your home. I want people to think of the organization just as much as mine as it is yours or any other brother's."

*You can link up with the NYC Alumni Association via their website at www.saenyc.com. And you can find them on Facebook, LinkedIn, Twitter and Instagram. **END***



DID YOU KNOW?

A GREAT PORTRAIT OF WILLIAM McKinley (Mount Union 1869), the only brother who has held the office of United States President, hangs in the Levere Memorial Temple through the generosity of the New York City Alumni Association. In 1930, members of the group donated the portrait to the Sigma Alpha Epsilon Foundation.

The painting, which appears to be unsigned and undated, is attributed to George da Maduro Peixotto in 1899 based on archival records and appears to depict McKinley during the Spanish-American War. The President is seated with books and papers set aside nearby and a newspaper containing a headline about the Island of Luzon and a partial map of Manila resting in his lap. However, the painting may also depict McKinley during the Philippine-American War since the Island of Luzon and Manila were key strategic locations in both wars.

MY, AREN'T YOU STERLING?

BY NANCILEE D.V. GASIEL,
CONTRIBUTING WRITER

Moving can be a challenging process. And deciding what to pack and move to a new home can be stressful for anyone, particularly when space is an issue. Most of us have at least a handful of possessions, like this silver plate, which carry such deep personal meaning that we keep them through any number of relocations during our lives.

This silver plate, engraved with the coat-of-arms, is one of a limited number produced by the Franklin Mint in honor of Sigma Alpha Epsilon's 120th anniversary. When Tom Brennan (Missouri-Columbia '71), a St. Louis native, purchased the plate in 1976, he already had served in the Marine Corps and was starting a career in the agricultural industry, a position that offered him travel across America and to points around the globe. Through his work at the American Soybean Association and the U. S. Commercial Service, Brennan has lived in Austria, Brussels, Manila and Baghdad with additional business travel covering much of Europe, Asia and the Middle East. Throughout his many moves, Brennan kept

the silver plate, a symbol of his college days and fraternity memories, housed in its presentation case with the accompanying certificate of authenticity signed by Past ESR Jack Hotaling.

Now, as he embarks on his next adventure — retirement with his wife and family in their hometown of Vienna, Austria — Brennan decided to donate the plate to the Sigma Alpha Epsilon Foundation so that others may be able to enjoy it as much as he did throughout his many adventures. **END**





80%

OF JOBS ARE FOUND
THROUGH PERSONAL RELATIONSHIPS.

ARE YOU HANGING WITH THE RIGHT CROWD?

EMINENT ARCHON INSTITUTE: JAN 9-11, 2015
INNER CIRCLE: MAR 27-29, 2015
WWW.SAE.NET/EVENTS



HONORING A FALLEN WARRIOR

CAPT. NATE TINGLE

Walking along U.S. Highway 60 as it winds through the Bluegrass State, Capt. Nate Tingle (Morehead State '97) didn't expect to earn so much attention from the communities along his route. People drove back and forth on the road looking for him. Others joined him to walk for a mile or two. Veterans came out to share their stories and remember their brothers in arms. The reason why Tingle decided to walk nearly 140 miles from Louisville to Morehead, though, is worthy of attention because of his humble purpose.

BY BRANDON E. WEGHORST,
ASSOCIATE EXECUTIVE DIRECTOR



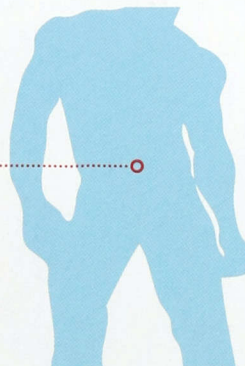
NATES WALK FOR COLLIN:

DISTANCE: 135 Miles

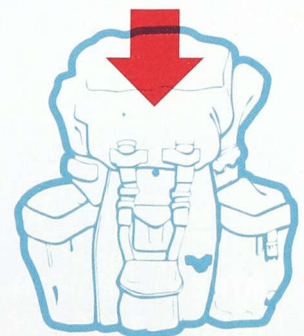


NATE'S BUILD:

6'2"
210 POUNDS



**CALORIC BURN
EACH DAY:**
10,000



RUCK WEIGHT: 40-45 POUNDS

Tingle, who grew up in Morehead, decided to join Sigma Alpha Epsilon at Morehead State University because he had a lot of friends who happened to be part of the chapter. Becoming a brother seemed like a natural fit because, he says, they already had a connection, and accepting a bid simply solidified the bond they shared.

It was in the Kentucky Gamma chapter that Tingle also rekindled his friendship with Chief Special Warfare Officer Collin Thomas ('97). They knew each other in high school — even had many of the same friends. Then, as they embarked on their collegiate career, they soon found out they'd be brothers in Sigma Alpha Epsilon. Tingle recalls that Thomas possessed the traits of a natural-born leader, a man who stood out in any crowd.

"Collin was a man of character," Tingle says. "He knew what he wanted, and knew he wanted more out of life, which led him to break out of his shell. He had internal motivation, and he was easily admired by everyone."

Thomas set his sights on joining the Navy and, more specifically, wanted to earn the title of SEAL. Through his unwavering determination, he chased after his dream and succeeded. Similarly, Tingle wanted to serve his country and to be part of something bigger than himself. He enlisted in the Air National Guard in 2005, serving as a Senior Airman, and then received a commission in 2008. Just as his brother and friend had done, Tingle became part of a brotherhood within the brotherhood known as Special Operations — as a member of the 123rd Special Tactics Squadron and Pararescue Flight Commander.



Collin Thomas' sister, Meghan, joined Capt. Nate Tingle on the last few miles of his walk. They carry flags that hold special meaning to remember and honor Thomas.

"Special Operations is a small family and community," Tingle says, "And you feel a bond, regardless of your service branch. We all work together in some way and often serve as part of the same missions." But Tingle says that being assigned to Special Operations also means he feels the pain when tragedy happens elsewhere or when it happens in another unit or squadron. "You know what they've been through, and you understand what they're feeling."

And sadly, in August 2010, that pain of losing a brother hit Tingle and others in Morehead when they received news from overseas. Thomas had been on a mission with fellow Navy SEALs in eastern Afghanistan. One of the men on his mission was injured, and he exposed himself to enemy fire to take care of his comrade. During the ambush, however, Thomas was injured fatally trying to protect another man's life.

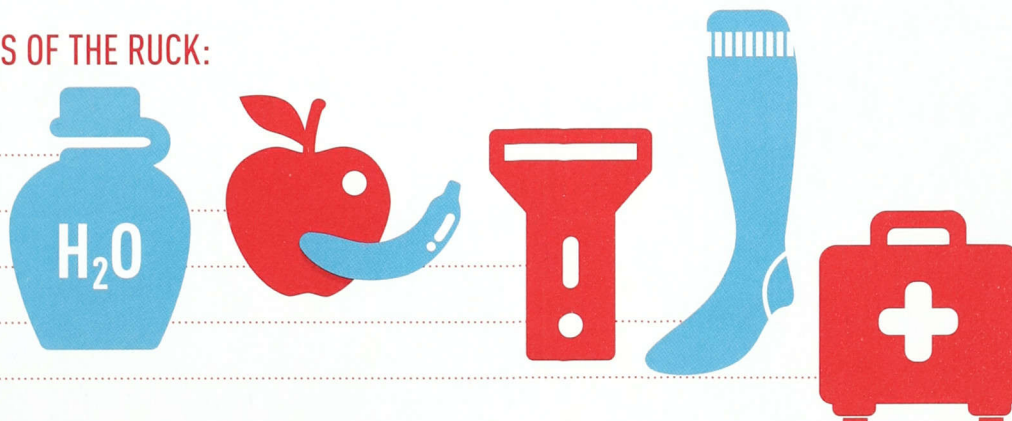
As time passed, Tingle felt a desire to do something to honor Thomas' life and to raise awareness for the losses that military families can suffer. "I couldn't put my finger on what I wanted to do," he says. "But there are very few men and women in Special Operations who come out of Morehead. Collin served in an honorable capacity, and I needed to select something that would be a fitting tribute to him."

Then Tingle landed on an idea that he thought would fit the bill. The Special Operations Warrior Foundation seeks to provide a college education to every child who has lost a parent serving in the Army, Navy, Air Force and Marine Corps during an operational or training mission under the U.S. Special Operations Command. And since its founding, the organization has provided more than \$1.8 million to wounded special-operations personnel.

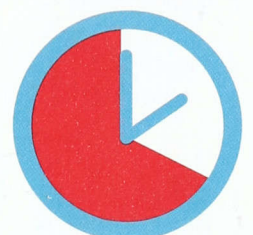
Tingle set a goal to raise \$10,000 for the charity by establishing an event called Ruck for Collin. And in order to inspire people to donate for the worthy cause, Tingle decided he would walk from Louisville, where he lives and where his squadron is located, to Morehead, where both he and Thomas went to school. Moreover, his walk would end at the Eagle Trace Golf Course in time for the 2014 Collin Thomas Golf Scramble, another event that raised money to honor Thomas' life.

SOME CONTENTS OF THE RUCK:

- WATER.....
- SNACKS.....
- FLASHLIGHTS.....
- SPARE SOCKS.....
- MEDICAL GEAR.....



AVERAGE WALKING TIME:



4 AM - 12 MIDNIGHT

Chief Petty Officer Collin Thomas



Tingle would load his 45-pound rucksack on his back for the walk and chose U.S. 60 for his route — also fitting since Thomas had used the road to train for his Basic Underwater Demolition/SEAL training, or BUD/S, as it's called.

"I wanted to pick something that would challenge me physically and mentally because it would be worthy of Collin's achievements," he says. "I didn't want to do anything I knew I could do."

The week of his journey arrived, and he started out quietly and humbly on the path ahead of him.

He began the walk on a Monday evening from Flanagan's Ale House, a location he chose because the restaurant is the last place he saw Thomas. "He had been back in Kentucky, and we randomly ran into each other," Tingle says. "That's what great about SAE. We can go our separate ways, but the connection we share is always there. You have a common experience and camaraderie, and you know never know when it's going to pop up."

Although Tingle did some minimal training in preparation for the walk, he started off too fast the first day, walking 36 miles in just over 12 hours. But he adjusted his plan and pressed on his journey, realizing that his endurance paled in comparison to what some people face. "If things were going wrong or if my legs were hurting, I told myself I should be glad it's just my leg hurting," Tingle recalls. "Collin's not here to feel that type of pain, so I used him as motivation. You have to make some personal sacrifice in the matter."

He would start his day at about 4 a.m., walk for several hours, take short breaks for rest and meals and continue walking until 11 p.m. or midnight. In order to keep on target, Tingle had to average 30 miles per day.

Along the way, he learned a few things aside from physical endurance, too. "Walking is a lot of quiet time to think and contemplate," he says. "And I was surprised at how many people came out to join me." In fact, Tingle's story gained attention quickly on the news and with social media as word spread. People would look for him along U.S. 60, stopping to offer him money for the charity, snacks, Gatorade and even a place at their homes for him to rest at night. In addition, veterans stopped to make a contribution and to share emotional stories about their friends and brothers in arms who lost their lives.

Touched by the outpouring of support, Tingle not only met his goal for Ruck for Collin, he exceeded it.

But perhaps one of the most poignant moments during the trek came at the very end, just four-and-a-half days from the start. Thomas' sister,

Meghan, joined Tingle for the last few miles of his journey as he entered Morehead and approached the golf course. Moreover, she brought with her an American flag that her brother took with him when he was deployed with his SEALs team, and she and Tingle carried the flag proudly as they finished the journey together. For those few miles, they shared some emotional memories of the man they both knew and understood even further what Thomas meant to so many people in his life.

Although the story of Collin Thomas is unique, Tingle says, there are many stories that are similar to his that have affected people in some way, especially the lives of our service members' families and friends. "It's been 14 years of war, and the stories don't always make front-page news or headlines," he says. "But I want people to remember and learn what is going on in our military world." And Tingle offers the same advice he mentioned when he spoke at the golf tournament at the end of his hundred-mile journey.

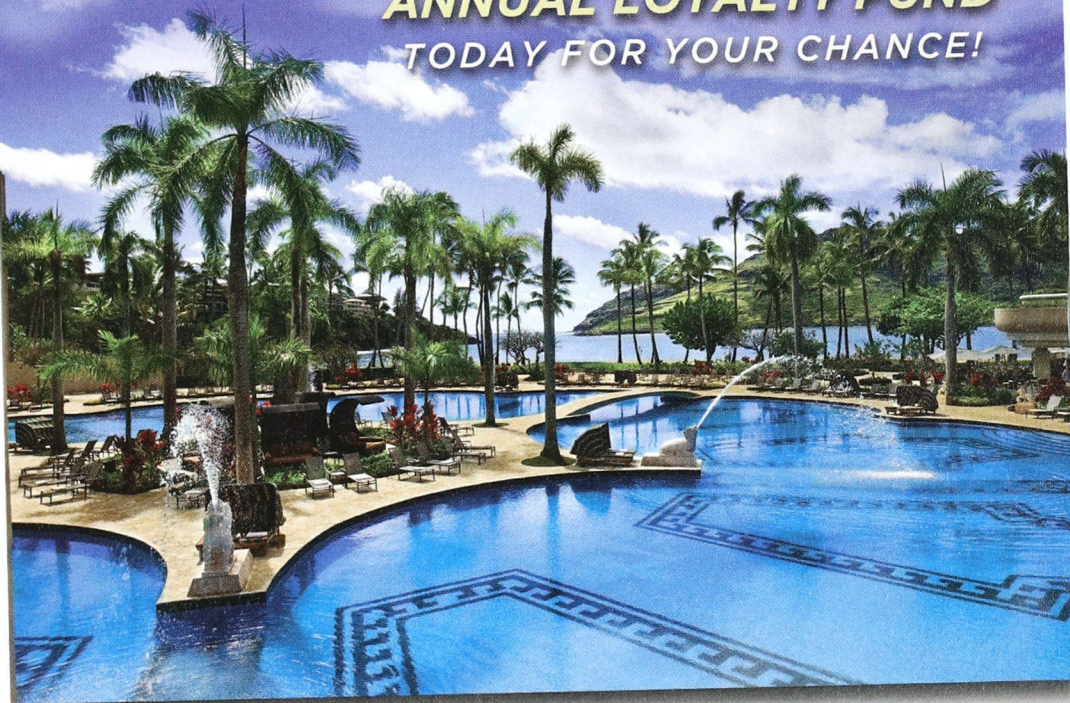
"If you want to honor Collin and honor our military, get out of your comfort zone. He had to get out his comfort zone to become a SEAL," he says. "Whether it's your personal or professional life, take that chance. If you want to live life to the fullest, reach outside every once in awhile. You may be surprised what you can achieve."

To donate to Ruck for Collin to honor Thomas' life, and to help ensure college scholarships for the children of fallen Special-Operations warriors, visit www.FirstGiving.com. Simply enter "Ruck for Collin" in the search field at the top, and you will be taken to the page created just for our brother and Navy SEAL Collin Thomas. You can click on the "Give Now" button at the top of the page. **END**

During his 13-year Navy career, Collin Thomas was awarded two Bronze Star Medals with combat "V" distinguishing device; a Purple Heart; a Joint Service Commendation Medal with combat "V" distinguishing device; a Navy and Marine Corps Commendation Medal; six Navy and Marine Corps Achievement Medals; two Combat Action Ribbons (Operation Enduring Freedom and Operation Iraqi Freedom); four Good Conduct Medals; the National Defense Service Medal; the Afghanistan Campaign Medal with two campaign stars; the Iraq Campaign Medal; marksmanship medals with "expert" service device for both rifle and pistol; and a multitude of personal, unit and campaign decorations. In addition, he was awarded posthumously the Silver Star for his last mission.

Win a trip to Hawaii!

SUPPORT THE
ANNUAL LOYALTY FUND
TODAY FOR YOUR CHANCE!



Vacation for two

7 DAYS, 6 NIGHTS AT THE
KAUAI MARRIOTT RESORT
INCLUDING ROUND-TRIP AIRFARE

GIFTS MUST BE MADE BY
DECEMBER 31, 2014



KAUAI
RESORT

Marriott.

SIGMA ALPHA EPSILON
FOUNDATION

Alumni members who donate a cumulative \$500 or more to the Annual Loyalty Fund between January 1, 2014 and December 31, 2014 will be entered into the drawing for the Hawaiian vacation automatically.

www.sae.net/2014ALF

CAMPAIGN



- < Fraternity Service Center staff and brothers from Louisiana Chi at Nicholls State University worked to place 1,500 American flags in the yard at the Levere Memorial Temple for Memorial Day.
- ✓ Brent Cheramie and Richard Grabert from Louisiana Chi plant flags on the outside perimeter of the lawn adjacent to the Peace Chapel.
- > Brothers who have served or currently serve overseas often share their photos of them with the SAE flag with our headquarters staff.

The Mission Behind the Memorial Day Campaign

For the second consecutive year, the Sigma Alpha Epsilon Foundation conducted a campaign in April and May to raise awareness for Memorial Day. This year, more than 150 supporters combined to raise \$5,000. The Foundation, with the help of the Louisiana Chi at Nicholls State University, displayed

1,500 flags outside the Levere Memorial Temple's Peace Chapel to remember the estimated 1,500 brothers who have given their lives in the name of American freedom in U.S. conflicts dating back to the Civil War. During the campaign, 20 percent of the gifts were given to The Mission Continues, an organization that provides veterans a means to use their talents toward innovative and action-oriented community programs. The

Foundation presented a \$1,000 check to The Mission Continues along with a letter from Major General Will Grimsley (Ret.), Foundation Trustee, and Blaine Ayers, Eminent Supreme Recorder.



REMINDER



FYI, Veteran Brothers

Sigma Alpha Epsilon veterans are reminded that the Foundation is interested in documenting your military service for our records at the Levere Memorial Temple. Veterans are encouraged to update their personal service record by logging into their members-only account at www.sae.net or by contacting us at foundation@sae.net or at (847) 424-3009.

ON THE WEB: www.sae.net/mySAE

RE-ENGAGE

In Honor of Brotherly Bonds

Attend a homecoming and see a long-lost friend? Notice a brother missing from the most recent get-together? Disconnected yourself and thinking about an old roommate? Re-engage with him through an In Honor gift, which honors that special true gentleman. Visit www.sae.net/donate or drop us a line at foundation@sae.net or call (847) 424-3021, and we'll be happy to get you the contact information for that brother. When you make an In Honor gift, we will send a note to the brother letting him know you are thinking about him. Last but not least, make plans to grab a coffee or take a trip to the Levere Memorial Temple with him.

ON THE WEB: www.sae.net/donate



GIVING

#GivingTuesday

On Tuesday, December 2, 2014, we will be part of a call to action that will change the calendar and help make history. We are celebrating a day dedicated to giving — as charities, families, businesses, community centers, students, retailers and others will come together for #GivingTuesday. It's a movement to celebrate giving and to kick off the holiday giving season. Last year, more than 10,000 organizations in 46 countries came together to celebrate #GivingTuesday, including the Sigma Alpha

Epsilon Foundation, which reached our goal of 56 donors for \$5,070.

This year we invite you to join the movement and to help “get out the give” this December 2:

- **Follow us on social media.** →
- Help us promote! Retweet, share and forward our awareness messages and e-mails.
- Participate. Prepare to engage and participate in our call to action on Tuesday, December 2, 2014.



www.linkedin.com/company/sigma-alpha-epsilon-foundation



www.facebook.com/LevereMemorialTemple



@SAE_legacy

GIVING

School Rallies for Foundation

Attendees Give Back

Record Amount of Support

Khris Kendall, chairman of the Leadership School Planning Committee, challenged 79th John O. Moseley Leadership School attendees. He wanted the school to enter the Nippert Society, which includes brothers who have given at least \$10,000 to the Foundation. With more than 700 delegates at this year's event, collegiate and alumni members, faculty and staff met and exceeded the challenge, donating \$11,700:

- 275 collegiate members joined the Phi Alpha Club with a minimum \$25 to the Annual Loyalty Fund.
 - 22 alumni and friends gave gifts ranging from \$25-\$1,000 in support of the Annual Loyalty Fund.
- In addition, we'd like to give a special thanks to the following alumni for their assistance with the challenge logistics:
- Ken Johnson (Cal State-Fresno '83), provided the concept for the challenge, based on the 55th John O. Moseley Leadership School's effort



- Raymond "Hondo" Davids (Maryland-College Park '77), Phi Alpha Club volunteer
- Eric Halal (Virginia Commonwealth '12), Phi Alpha Club volunteer
- Matt Jones (Cal Poly-Pomona '97), Phi Alpha Club volunteer

ANNUAL LOYALTY FUND PARTICIPATION RATES FOR FY14

COLLEGIATE MEMBERS

5.7%

ALUMNI MEMBERS

2.5%

WE CAN DO BETTER, CAN'T WE?

Make a gift today and help support the programs and future of the Sigma Alpha Epsilon Foundation.

We can't do this alone.

Your participation is valued greatly and your gift makes a difference.

SIGMA ALPHA EPSILON FOUNDATION

Phi Alpha Club Support Increases 150%

The Phi Alpha Club is the exclusive undergraduate giving level of the Sigma Alpha Epsilon Foundation and recognizes gifts made by the Fraternity's collegiate members in the amount of at least \$25. For this past fiscal year, which ended June 30, 2014, 860 members supported the Phi Alpha Club through their gifts to the Annual Loyalty Fund. In fact, one in five Annual Loyalty Fund supporters was an undergraduate in 2014. The new generation of ΣAEs is stepping it up, and as alumni, we can do better. Make a commitment today to support the Annual Loyalty Fund. **END**



Nationwide Insurance is proud to partner with Sigma Alpha Epsilon. Join the Nation today and receive a special discount — just for being a brother! *Learn more at nationwide.com/SAE.*

7 WAYS TO KEEP THE RUST AWAY

When it comes to winter, we tend to obsess about snow, ice and cold. But what about all the salt and sand that come with these often nasty elements? Yes, we appreciate that they serve in the interest of public safety — the salt helps melt ice even if it's freezing, and the sand keeps salt in place. But they can really inflict some major punishment upon a vehicle, destroying its finish, increasing rust and even hurting driving performance. Doors, fenders, hoods and tailgates are most vulnerable to rust because they retain a lot of moisture.

So when the season starts for those wintry mixes, consider these steps from the experts at dmv.org:

- **Wax job**

Wax protects the paint surface like an invisible shield. Be sure to apply a good, strong coat before the winter season starts to guard it from corrosive salt. Seal the undercarriage as well, either on your own or via a car-care professional.

- **Road rubber**

Before winter starts, make sure your tires are clean and salt-free. Then keep checking and cleaning throughout the cold months. Otherwise, they'll kick up bad winter "stuff" that will pummel your vehicle's body.

- **No recycling zone**

We're usually big fans of recycling. But we make an exception for the water used at car washes. If it's "repurposed" water, then it may contain traces of salt. To ensure total quality control, use a DIY car wash with high-pressure

hoses, so you can spray the salt off hard-to-reach areas, such as beneath wheel wells and behind fenders. Hose off the undercarriage, too. (Or, when you get home, take a lawn sprinkler and turn it on underneath for a few minutes. Change its position accordingly to get the entire undercarriage.)

- **Careful navigation**

Watch out for driving through large puddles of water. Not only do they pick up a lot of slimy dirt, but they're also magnets for road-crew salt.

- **Good timing**

If you have to get on the road in bad weather, avoid doing so right before and after a storm, because you are more likely to run into fresh road salt at those times.

- **Heavy accumulation**

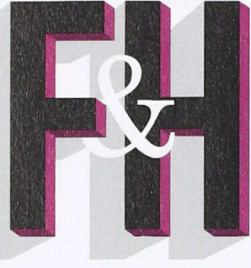
For both car care and safety reasons, don't drive in deep snow. For starters, you can get stuck and stranded. And deep snow can pack salt into the undercarriage,

where it's difficult to remove. This often leads to corrosion and even drivability problems.

- **Timing is everything**

In washing salt off in wintertime, do so during the day so the vehicle has time to dry. You don't want the wet stuff to freeze on your finish after temperatures fall. The outside temperature should be 40°F or higher. To guarantee a "clean machine" all season long, repeat every ten days. To avoid having the locks freeze, open and close the doors after the job is done. **END**





CORNERSTONE AWARD

In each issue, the SAE Financial & Housing Corporation presents a profile for the Cornerstone Award. This award recognizes outstanding commitment by an alumnus toward the preservation and promotion of fraternity housing. Sigma Alpha Epsilon thanks these individuals for their dedication and their volunteer efforts. If you would like to nominate an alumnus who should be considered for the Cornerstone Award, contact Associate Executive Director Gregory Somers at gsomers@sae.net.



PROFILE: Sam Hoff

- Graduation Stats:** Michigan Epsilon
Kettering University '90
- Education:** BSEE 1990,
General Motors Institute
- Hometown:** Clarkston, Michigan
- Family:** Patti (wife):
Payton and Sammy
(children)

List your career highlights

For my work with Patti Engineering, I was named Control Systems Integrator of the Year by *Control Engineering Magazine* in 2013.

What is your fondest memory of Sigma Alpha Epsilon?

Our chapter hosts an annual "Beer Gardens" social event. It was at that party in 1989 that I convinced my wife, Patti, to give me her phone number. The rest is history.

List your volunteer activities for Sigma Alpha Epsilon.

In 2005, I received a group e-mail from Joe Herron, president of the Michigan Epsilon Alumni Association, about the critical financial situation of the chapter. I immediately volunteered and was elected president of the house corporation. We had to figure out what to do with the house, built in 1963, since it was energy inefficient and was starting to show its age. Through a protracted negotiation, we secured \$1.6 million for the sales of the existing house and then got Kettering to donate the land for the new house. Plus, we made sure to involve the collegiate members in many of the design decisions. In 2013, I stepped aside as president, and the position was taken over by Steve Zukoor. And I would be remiss if I did not acknowledge Jon Stanley, our corporation treasurer for 15 years.

Why is it important for others to support fraternity housing?

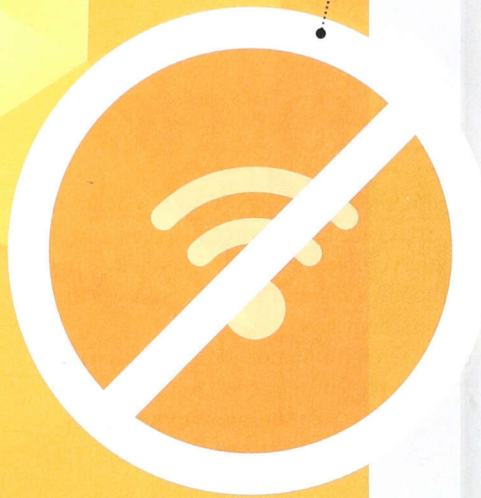
The houses are the epicenter of the ΣΑΕ experience. Active members are coming from their parents' houses and have no experience in owning, maintaining or managing a property. It's important to have good alumni leadership with regard to housing.

What has been your biggest challenge as a housing volunteer?

It's like Lincoln once said: "You are not going to please all of the people all of the time." There was a faction of the alumni who wanted to keep the old house, and it can sometimes be difficult to relate to the actives when I have kids their age. **END**

ANTIQUATED INTERNET SPEED SPARKS MODERN SOLUTION

BY KIM HELMERS,
CONTRIBUTING WRITER



IT RESOURCE TECHS CONDUCTED AN INTERNET-SPEED TEST ON [INDIANA GAMMA'S] EXISTING SYSTEM AND, TO NO SURPRISE, THE FINDINGS WERE UNACCEPTABLE: 11 MBPS FOR THE DOWNLOAD SPEED AND 10 MBPS FOR THE UPLOAD SPEED, WELL BELOW THE ACCEPTABLE STANDARD.

The SAE Financial & Housing Corporation board members knew they had to update their network. So they decided to partner with their trusted adviser, IT Resource, Inc., a well-established IT-consulting and professional-services firm based in western Michigan. IT Resource conducted a site visit to review and evaluate the claims of limited speed as it related to wireless connectivity within the chapter house.

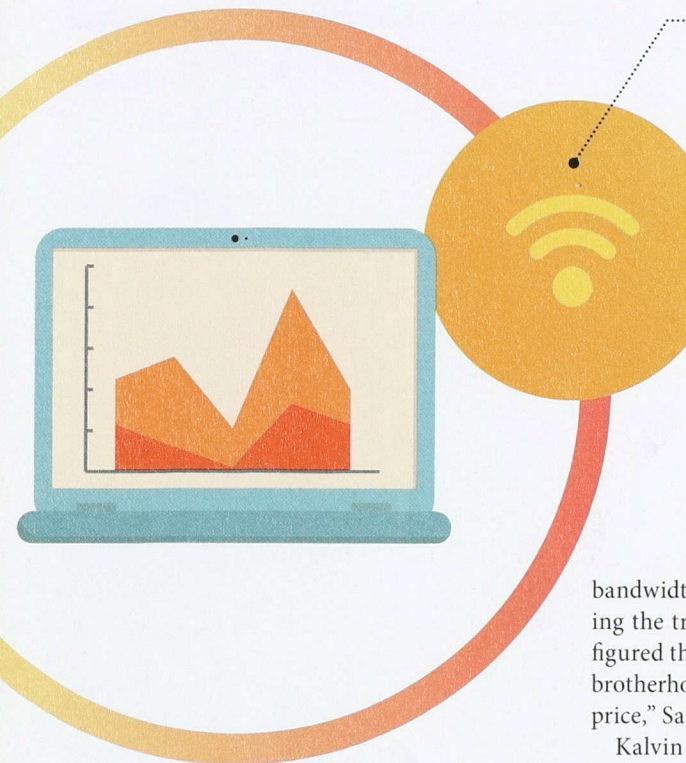
The existing system and equipment that was in place was incorrectly sized and not optimal. In addition, the wireless connectivity failed to perform as desired, so users had limited bandwidth. The existing system, a SonicWALL wireless infrastructure, was insufficient to provide download and upload speeds consistent with the Charter 100Mbps connection. IT Resource techs conducted an internet-speed test on the chapter's existing system and, to no surprise, the findings were unacceptable: 11 Mbps for the download speed and 10 Mbps for the upload speed, well below the acceptable standard.

IT Resource techs attempted to reconfigure the existing hardware but eventually determined it could not be done for several reasons. But, most of all, the connection was not the right choice for the environment in the first place.

IT Resource proposed a complete swap of all

The leadership for the SAE Financial & Housing Corporation had been receiving a common complaint from students living in the Indiana Gamma chapter house at Indiana University. Their internet speed was dragging and painfully slow. The sub-par bandwidth interfered with their ability to perform simple online tasks, like checking e-mail.

The inferior wireless connectivity caused headaches for members who were unable to complete online exams, participate in online group-discussion boards and submit homework online. "Our internet was very slow and often crashed during peak hours," says Mitchell Sassemann, an Indiana Gamma brother.



WHEN THE MERAKI SOLUTION WAS CONFIGURED AND COMPLETE, IT RESOURCE PERFORMED A FINAL TEST: 67 MBPS FOR DOWNLOAD SPEED AND 22 MBPS FOR UPLOAD SPEED, A 463 PERCENT ENHANCEMENT.

equipment and recommended a Cisco Meraki cloud-based management system in which all devices at each location could be managed from the cloud. This solution provides real-time visibility on the health of each device and can be monitored remotely by Sigma Alpha Epsilon staff using the Meraki Dashboard. In fact, the dashboard provides valuable information, such as peak usage times, peak users, peak websites and the ability to block websites. Additionally, the system can prioritize different types of internet traffic to allow student academic needs urgency over entertainment needs.

“The dashboard is extremely easy to manage and provides so much useful information with easy-to-read graphs and charts,” says Leo Reap, Senior Partner and Vice President of IT Resource. “It can be accessed anywhere from any device.”

Indiana Gamma at Indiana University served as the pilot test site to verify the value of the proposed cloud solution. Essentially, the members completed a Proof of Concept, trying out the Meraki solution before they purchased it. IT Resource delivered one Cisco Meraki Access Point (AP) to the Fraternity house, plugged it into the network and performed the configuration remotely. A second speed test was performed with the trial APs configured. And since increased

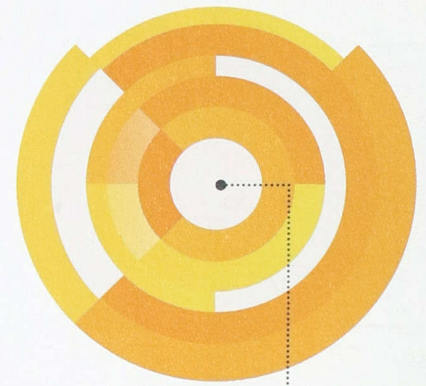
bandwidth and internet speed were evident during the trial run, IT Resource installed and configured the complete solution. “The savings in our brotherhood’s time and effort is well worth any price,” Sassemann says.

Kalvin Greer, a junior brother majoring in informatics, played an integral role in implementing the Meraki Solution. He worked alongside IT Resource and, in just one day, all of the old hardware was swapped, with the Meraki solution configured. “I’m very impressed with and proud of the improvement in our wireless network at Indiana Gamma,” he says. “The reliability and speed improvements have made life much better for us. It was also exciting to be an important part of the team’s success in setting up the system.”

Sassemann says he is also pleased with the new bandwidth. “Even when our entire chapter attempted to overload the system by turning on every electronic, internet-using device we own, the system worked smoothly,” he says. When the Meraki solution was configured and complete, IT Resource performed a final test: 67 Mbps for download speed and 22 Mbps for upload speed, a 463-percent enhancement.

Indiana Gamma members now are able to take full advantage of the internet bandwidth they have purchased from their internet service provider. And following the optimization and installation, neither IT Resource nor the SAE Financial & Housing Corporation leaders have received complaints. Furthermore, F&H is investing in the solution in many of the houses it operates.

“Our new system didn’t just bring us up to par in terms of internet speeds, it gave us the fastest internet on all of Indiana University’s campus,” Sassemann says. **END**

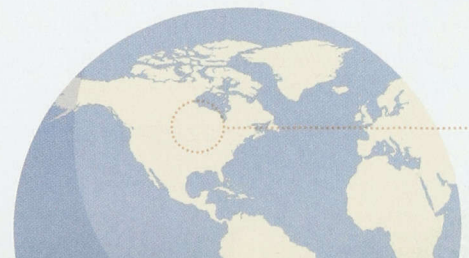


ABOUT IT RESOURCE, INC.

In business since 2000, IT Resource, Inc. is an enterprise-level information-technology solution provider that offers IT consulting, project-based and long-term engineering services, on-site and remote help-desk support services as well as the resell of hardware and software.

IT Resource, Inc. supports businesses and organizations with many IT needs — creating disaster-recovery and business continuity plans and environments, implementing and upgrading Unified Communications platforms, Virtual Desktop Infrastructure (VDI) and VMware capacity planning, vCIO (virtual CIO services), Office 365 migrations, complex integrations and migrations of Microsoft Exchange and Active Directory, cloud services, network analysis and assessments, upgrades to WAN environments and software asset management.

IT Resource, Inc. is headquartered in Coopersville, Michigan, with customers located throughout the Midwest. The company was recognized by *Corp! Magazine* as one of Michigan’s Economic Bright Spots in 2010 and 2012. In addition, it has more than 30 vendor partnerships including primary partnerships with Cisco Systems, Datto (backup and disaster recovery), EMC, Hewlett Packard, Microsoft and VMware. All of the company employees are certified with these partners, including their sales team.



Protecting Our Values.
Supporting Our Programming.
Providing Quality Products.



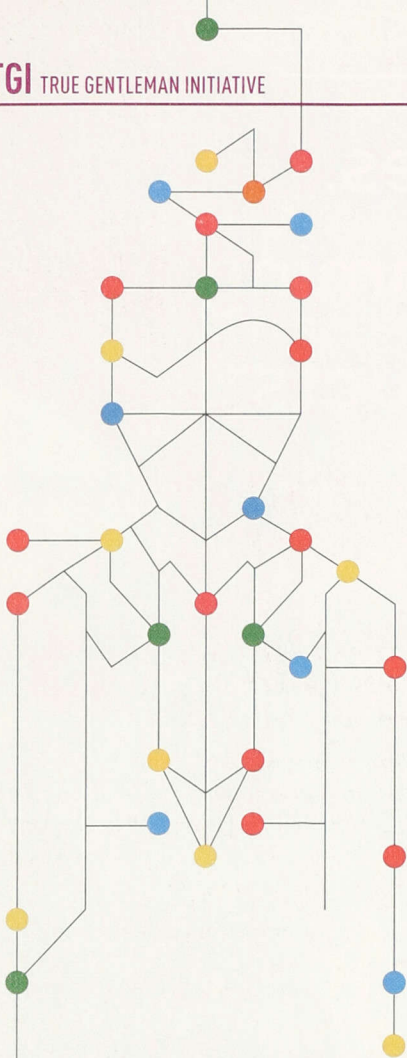
When you purchase from a licensed vendor, you are supporting efforts in protecting the values and identity of Sigma Alpha Epsilon.

Licensed vendors assure a quality product at a competitive price — with a portion of the proceeds directly benefiting the programming and guidance offered by Sigma Alpha Epsilon.

Look for the Official Licensed Product Logo and feel confident that your chapter, brother, and legacy will be receiving the best of the best.

Visit GreekLicensing.com to find Greek Licensed Vendors.

| greeklicensing.com



THE CHAPTER BRAND MANAGER

YOUR SOCIAL MEDIA GUIDE

EVERY DAY WE BECOME MORE AND MORE CONNECTED

– in some cases, addicted – to our phones, laptops and tablets as well as social-media apps. Many of us have heard jokes about people wandering around like a zombie apocalypse, glaring at their phones and paying absolutely no attention to their surroundings. Our members shouldn't

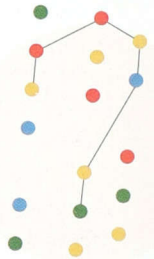
worry about being overtaken by creatures that need to live off our flesh. Rather, the worry should be what we do with that technology on a daily basis and the repercussions our actions may have. Social-media users casually tend to like, share or retweet something without thinking long-term about hasty or short-term actions. Once a comment, photo or video enters the digital realm, it's much more likely to stick around in that great data cloud in the sky for prying eyes. Most importantly, the unfortunate actions of a few members can affect the reputation and perception of the entire Fraternity.

The image we maintain and portray to the public is critical to our success, both personally and chapter-wide. Lots of groups employ the use of a Social Media Chairman, and those that do not should consider doing so. In this issue, we offer us some suggestions that apply not only to chapters but also to individual members.

WHY DO WE NEED TO MANAGE OUR SOCIAL-MEDIA PRESENCE?

Everyone has a brand or an identity, so ask yourself this: What is my chapter's brand? Consider the following:

- Your brand is something for which your chapter is known.
- Your brand makes you distinct from the rest of the community.
- Your brand can be positive or negative, depending on what you have done to maintain it.



Every action made by your chapter or its members affects your brand. Even one individual's communications can and might change what people think about you for better or for worse. What you like, tweet, follow, post, repost, share, snap, vine, Instagram and YikYak affects your brand. And your brand easily can become your reputation. Imagine you are meeting with a member of the Supreme Council, a community leader or your university president. If that person has seen your chapter's social-media presence, would he or she be happy, disappointed or angry?

When social media is managed well, it can be a great tool, chronicling the history of your chapter on campus and in your community. You can stay connected with brothers in your chapter, alumni, potential new members, parents, university administrators and your community. With a good photo and a quick write-up, you can promote recruitment, service and philanthropic events, achievements and awards, academics, scholarships and brotherhood activities. Building a positive brand leads to a positive reputation and can help your chapter in any number of ways.

When social media is managed poorly or not at all, the effects can be haunting. Let's consider the following scenario. You have a chapter of 50 members. Thirty of them post something negative or scandalous, while the remaining 20 post something positive about your chapter's recent service event. The negative posts will likely get more views, shares and retweets. In keeping with the nature of social media, the friends of those 30 members talk about the post and, via word of mouth, you or your chapter develop a negative reputation, not to mention the negative effect on our national identity for Sigma Alpha Epsilon.

It's easy to see how just one individual or poorly managed social media can have a serious repercussion for your chapter. While every member of your chapter should be smart about what he posts, having an officer of the chapter charged with the duty to manage your social media is better than having no plan and no coordinated or effective action.

	FRATERNITY	FOUNDATION	F&H CORPORATION
FACEBOOK	www.facebook.com/saefraternity	www.facebook.com/LevereMemorialTemple	www.facebook.com/pages/SAE-Financial-Housing-Corporation/206866299325903
TWITTER	@SAE1856	@SAE_legacy	@SAE_FandH
INSTAGRAM	sigmaalphaepsilon	----	----



HOW TO
FIND US

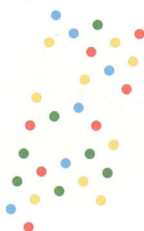
WHAT SHOULD A SOCIAL MEDIA CHAIRMAN DO?

Your chapter does not have to invent a new position for

this role necessarily. The social-media responsibilities could be incorporated into the role for the Eminent Chronicler, Eminent Correspondent or Public Relations Chairman.

WHAT TO DO

- Manage all of your chapter's official social-media accounts:
Besides Facebook, is your chapter on Twitter, Instagram and other popular — not to be confused with infamous — social-media sites? Does anyone monitor comments, posts and tagging?
- Post often but not too often.
Keeping your page active makes sure that your followers stay engaged and feel relevant.
- Share stories about the chapter.
Talk about the types of events the chapter is hosting. How many gentlemen did you recruit this year? What are you doing to help the community? Did you win intramurals?
- Profile a brother.
Consider profiling a brother or chapter officers. Use a good photo, talk about their likes, major, career goals, etc.
- Profile a professor or campus administrator.
We often forget to say thank you in the busy pace of our daily activities. Profile a professor or campus administrator that has made a difference in the life of a member or the chapter. Your public thanks can pay huge dividends.
- Retweet/repost info from the Fraternity Service Center.
The Fraternity Service Center always has something to share, so follow us and what we share.
- Recognize another chapter or campus organization.
Be a good citizen on your campus. Follow other



chapters or organizations and share their projects and activities. Sometimes, it's not about you.

- Share fun facts and information.
When was your chapter started? Do you have the oldest house on campus? Have you been the intramural champion for everything from flag football to soccer to ultimate Frisbee to underwater basket-weaving? Fun facts about the chapter can create interest about the good times you are having as a brotherhood.
- Encourage others.
Use your social media to encourage others to succeed. Wish someone good luck on the GMAT, GRE, LSAT or MCAT. Wish someone luck on finals.
- And use social media to be your brother's keeper.
- Sometimes social media can give us clues to warning signs that go unnoticed.
A brother may post something in social media that is a cry for help. Know the warning signs for things like depression, suicide, alcohol abuse and substance abuse. You can learn about these by logging into thetgi.sae.net and reviewing the In-Shape: Getting Help for your Friend webinar or certification program.

WHAT TO AVOID

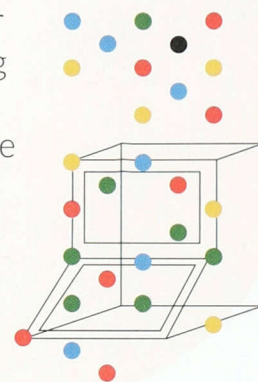
- Don't post anything that violates your membership agreement, our creed and values or *Minerva's Shield*.
Be careful. Chapters and individuals have been held responsible for items that are violations, and it's not necessarily the national headquarters that notices inappropriate content.
- Don't post or share images, links or sites that degrade Sigma Alpha Epsilon or Greek-letter life in general.
We know that sites like TFM, TSM and Too Frat to Care can be popular for their satire and stereotypes. But they serve no value in

today's society and many times end up doing more harm. Don't post or share images or comments that degrade others.

- Don't post anything that you would deter future employers from hiring you.
If you think that you're not being monitored or investigated when you apply for a job or other position, think again.
- Avoid social-media wars.
Everyone wants to have the final say, especially when you are trying to defend yourself. But be a gentleman. The argument and defense will get you nowhere.
- Make sure your members are careful with check-ins.
You could become the mayor of Drunk Island if you check into too many bars and parties, and if everyone checks in to your formal event, you leave yourself vulnerable for burglary.
- Avoid anonymous postings on sites popular for them, such as YikYak. **END**

DID YOU KNOW?

Since 2005, Sigma Alpha Epsilon has made public our Internet Posting Resolution, which covers the expectations of our groups and members.





Contributions in honor or in memory of brothers and friends of the Fraternity can be sent to the Sigma Alpha Epsilon Foundation, 1856 Sheridan Road, Evanston, Illinois 60201 or online at www.sae.net/ donate.

This list includes all gifts received by September 15, 2014. There is no minimum contribution for such recognition.

IN MEMORY

Beloit, Wisconsin Phi

Peter F. Meyer '72
by Jason P. Andrick

Cal State-Sacramento, California Xi

Walter J. Condley '78
by R. Andrew Danielson

Case Western Reserve, Ohio Rho

Paul D. Nagy '82
by Charles E. Hodge
Toledo Area Alumni Association

William D. Mathers '41
by Susan M. Hussey

Centre, Kentucky Kappa

John L. Pendley '69
by Charles R. Jensen

Cincinnati, Ohio Epsilon

Fred S. Dewey '37
by Nicholas A. Trelka
Robert N. Jones '46
by Nicholas A. Trelka
Walter S. Whitman Jr. '40
by Alexander E. Glavan

Colorado State, Colorado Delta

Jeffrey A. Waddle '68
by William H. Pickens

Drake, Iowa Delta

Robert B. Hedges '51
by Ben L. Allen
Dominic M. Berardi
Michael J. Corelli
R. Andrew Danielson
Raymond M. Davids
Ronald and Ellen Doleac
Daren Dunkel
Charles E. Hodge
Jason P. Houston
J. Clarke Houston III
Mary Ann Kilb
Charles W. Larson
Leadership School
Ambassadors
Richard L. Lies
Ryan T. Martin
Mark W. McDonough
Warren P. Poslusny
Province Sigma
Dean R. Quinn
Larry D. Shackelford
Steven D. Sikorski
Toledo Area Alumni Association
Ken Tracey
Ryan W. Weiers
Clifford L. Yee

Drexel, Pennsylvania Epsilon

Raymond G. Sewell '74
by Julian S. Bellman
Spiro A. Floratos
Jim G. Sakers

Florida State, Florida Beta

William A. McDonald '13
by Jason P. Andrick

Illinois, Illinois Beta

Raymond H. Mathisen '46
by Elizabeth Mathisen

Indiana, Indiana Gamma

Harley B. Hiestand '40
by Philip H. Larmore
John D. Lantz '66
by Earl F. Forst
Joseph L. Larmore '34
by Philip H. Larmore
Lewis Larmore '37
by Philip H. Larmore
Michael S. Hunsberger '66
by Earl F. Forst
Richard W. Larmore '70
by Philip H. Larmore
Stephen R. Bock '66
by Earl F. Forst

Kansas, Kansas Alpha

Mark W. Stultz '72
by Joseph H. Vaughan Jr.

Louisiana, Louisiana Alpha

James L. Massengale '68
by James M. Wilson

Miami (Florida), Florida Alpha

Nick Silas '57
by Kenneth K. Kauffman

Middle Tennessee State, Tennessee Beta

Michael C. Vickery '70
by Emery J. Gaines

Minnesota, Minnesota Alpha

Jerome D. Swalen '56
by James H. Aarestad

Mississippi State, Mississippi Theta

Paul B. Jacob Jr. '44
by Ronald and Ellen Doleac
Peter K. Lutken Jr. '41
by William J. Rogers

Nebraska, Nebraska Lambda-Pi

Bruce A. Bergquist '50
by Willis K. Polite Sr.
William T. Kimball '50
by Willis K. Polite Sr.

Nevada-Reno, Nevada Alpha

William E. Buck '49
by Denver S. Dickerson
Thomas M. Craig '71
by Randall T. Stewart
Joel F. Glover '65
by Tod H. Brendlen
Gregory K. Goodin '71
by Stanley F. Goodin
Randall T. Stewart
Charles P. Hudson '67
by Denver S. Dickerson
Frederick F. Noonan Jr.
Thomas C. Richardson
John I. Slansky '64
by Denver S. Dickerson
Lawrence S. Farr
James P. Sullivan '88
by Lance K. Semenکو
Maurice J. Sullivan Jr. '43
by Elmer R. Vachina

New Hampshire, New Hampshire Beta

Derek H. Heins '57
by Gail Heins

North Dakota State, North Dakota Beta

Charles E. Trangsrud '59
by Stevenson T. Walker

Occidental, California Epsilon

Howard D. Hahn '44
by Dwila Hahn

Ohio State, Ohio Theta

Altheus O. Wing Jr. '50
by Michael B. Weingard

Oklahoma State, Oklahoma Mu

Jeffrey L. Fielding '77
by Tyler K. Mullan

Pittsburgh, Pennsylvania Chi-Omicron

Jeffrey A. Hoffman '75
by Douglas F. Mundrick

San Diego State, California Theta

Maurice A. Camillo '55
by San Diego Alumni Association

Texas Tech, Texas Alpha

Guy I. Seibert '64
by John S. Self
James E. Law '82
by Dean R. Quinn

Toledo, Ohio Nu

Brian V. Langenderfer '94
by Charles E. Hodge
Neil Spore '16
by Charles E. Hodge
Toledo Area Alumni Association
Norman B. Earley Jr. '71
by Charles E. Hodge
Toledo Area Alumni Association

Union, Tennessee Eta

Jimmy D. Holifield '58
by William J. Rogers
John D. Enoch '64
by William J. Rogers
Marvin E. Fitts '51
by William J. Rogers
Vail S. Hiers '58
by Randall and Brenda Dirkse
William M. Bain '68
by William J. Rogers

Virginia, Virginia Omicron

George J. Oxrider '40
by Alexander E. Glavan

Western Michigan, Michigan Delta

Gerald L. Downing '62
by James T. Whitledge
Jerry G. Morris Sr. '64
by James T. Whitledge
Peter E. Fisher '63
by James T. Whitledge

Wichita State, Kansas Gamma

Charles M. White '69
by John J. Turner

FRIENDS OF SAE

Tyler Armacost
by Fred C. Fritz
Raymond H. Davids
by Raymond M. Davids
Harold Evans
by Austin J. Evans
Don Fletcher
by Emery J. Gaines
Anne Gephart
by Gail E. Gephart
Nancy Ginocchio
by Ben L. Allen
Blaine K. Ayers
William C. Chapman
Steven W. Churchill
Bradley M. Cohen
Michael J. Corelli
Susanne Coriden
Raymond M. Davids
Kenneth Devine
Edwin D. Fuller
Lawrence C. Halpin
G. Robert Hamrda
Charles E. Hodge
Daniel S. Jones
William Kennelly
Mary Ann Kilb
David M. Lance
Thomas C. Lance
Charles W. Larson
John Lauer
Tracy Liepert
Richard L. Lies
Evelina M. Lipceka
Gail Lynam
Mark W. McDonough
William B. Nelson
Bryan M. Ott
Fred D. Phelps
Warren P. Poslusny
Jim G. Sakers
Larry D. Shackelford
Steven D. Sikorski
Louis E. Smith
Daniel C. Stanczak
Kenneth D. Tracey
William G. Westling
Sally & Dan Wilder
William B. Woods
Seabrook Mooney
by Frank C. Ginocchio
Loren Sweeney
by Robert J. Sweeney
Edward Wegrzyn
by Matthew J. Busser
William E. Winstead
by Jacob A. Groth
William L. Winstead
Harry Worden
by Russell W. Best

IN HONOR

Arizona, Arizona Alpha

Bradley M. Cohen '85
by William F. Grimsley
Molly Powell
Trevor Cohen '14
by Russell G. Cohen

Boston, Massachusetts Beta- Upsilon

Edwin D. Fuller '68
by Jason P. Andrick

Cal State-Long Beach, California Lambda

William G. Westling '83
by Gregory P. Somers

Central Michigan, Michigan Delta-Omega

Nathan J. Tallman '07
by Spencer A. Long

Centre, Kentucky Kappa

Bryan J. O'Neill '14
by Nancy O'Neill

Colorado, Colorado Chi

Willis A. Pyle '37
by Ben L. Allen

Emory, Georgia Epsilon

Woody Wood Jr. '83
by Jason P. Andrick

Florida State, Florida Beta

Paul Dumstorf '12
by Zachary Dumstorf

Frostburg State, Maryland Delta

David M. Galloway '91
by Jason P. Andrick
Mark G. Spellman '92
by Jason P. Andrick

Georgia Tech, Georgia Phi

William C. Daniel '64
by William C. Daniel

Illinois State, Illinois Tau-Alpha

Anthony Alberico Jr. '00
by Jason P. Andrick

Indiana, Indiana Gamma

Arthur H. Smith '66
by Earl F. Forst

Kentucky, Kentucky Epsilon

Blaine K. Ayers '01
by Centre College of
Kentucky

Kutztown, Pennsylvania Kappa

Matthew J. Alaio '11
by Jason P. Andrick

Louisiana State, Louisiana Epsilon

Eugene C. St. Martin Sr. '40
by Shreveport Alumni
Association

Maryland-College Park, Maryland Beta

Edward M. Downey '52
by Cameron D. Dryden
Raymond M. Davids '77
by Gregory P. Somers

Michigan State, Michigan Gamma

John C. Beattie '68
by Michael S. Jolly

Montana, Montana Beta

Paul D. Miller '63
by Richard L. Ford

Mount Union, Ohio Sigma

Lee A. Miller '62
by Gregory P. Somers

Nebraska, Nebraska Lambda-Pi

William F. Wenke '50
by Willis K. Polite Sr.

North Georgia, Georgia Delta

Daniel Millard '13
by Alan Moore

Northern Illinois, Illinois Gamma

Michael F. Salva '00
by Jason P. Andrick

Northwestern, Illinois Psi-Omega

Frank C. Ginocchio '66
by Blaine K. Ayers

Pittsburgh, Pennsylvania Chi- Omicron

Brandon E. Weghorst '99
by Jason P. Andrick

Rhodes, Tennessee Zeta

Bruce E. Herron '65
by William J. Rogers

Southern Mississippi, Mississippi Sigma

M. Todd Buchanan '90
by Blaine K. Ayers

Southern Polytechnic State, Georgia Omega

Ryan C. Tolle '09
by Jason P. Andrick

St. Louis, Missouri Zeta

Charlie Shortridge '09
by Evelina M. Lipecka

Texas-El Paso, Texas Gamma

Charles F. Tupper Jr. '64
by Jason P. Andrick

Union, Tennessee Eta

Gill A. Gideon Jr. '49
by William J. Rogers

Vermont, Vermont Beta

Richard M. Hooker Jr. '55
by Jason P. Andrick
Matthew G. Schulze

William & Mary, Virginia Kappa

Michael S. Rodgers '92
by Gregory P. Somers

Wisconsin-Madison, Wisconsin Alpha

Fred C. Brand '58
by Jason P. Andrick

FRIENDS OF ΣAE

Bella Gallego
by Roger J. Gallego

Nancilee Gasiel
by Jason P. Andrick

Demetrios Griego
by David M. Griego

William J. Grimsley
by William F. Grimsley

Braden Hart
by Lori Hart

M. Teresa Hightower
by Jason P. Andrick

Lee Holmes
by Bryan L. Holmes

Gavin Jones
by Matthew W. Jones

William A. Lewis (father)
by William A. Lewis (son)

Conor McDonough
by Mark W. McDonough

Greg Roberts
by Charles T. Eagle Jr.

Dalphin Thomas-Hill
by Jason P. Andrick
Gregory P. Somers

Jack Weinstein
by Ross A. Pometta

Mark Wiglesworth
by Martin D. Wiglesworth

END

BRIEFS



ARIZONA

The Phoenix Regional Sports Commission announced its 2014 class of inductees for the 44th Arizona Sports Hall of Fame. Among the men named was Phoenix International Raceway entrepreneur Emmett “Buddy” Jobe (’66), an Arizona rancher who purchased a one-mile, oval racetrack and its surrounding property as a simple land investment. Jobe later saw the potential to bring stock-car racing to the West and turned the

property into one of the top racetracks in the country, helping to bring NASCAR racing to Phoenix. His investment also turned into Arizona’s largest privately held economic-impact contributor, generating more than \$272 million per year. Jobe eventually sold the racetrack but remained as president until his retirement in 2002.

In other news, Alan Day (’61) relates his experience of working with horses in his new book *The Horse Lover: A Cowboy’s Quest to Save the Wild Mustangs*, published by

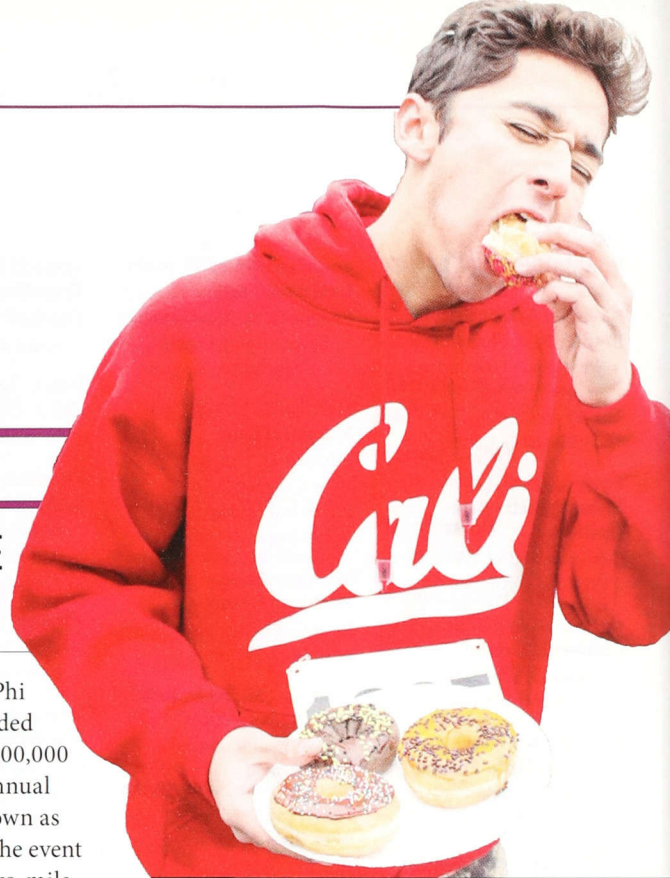
University of Nebraska Press. Referred to by Booklist as “an instant classic,” *The Horse Lover* received first place in the Arizona Authors Association Literary Contest. Day and his sister, Sandra Day O’Connor, co-authored the *New York Times*’s bestselling *Lazy B*, their memoir about growing up on the family’s southwestern cattle ranch. In fact, he was the first rancher to develop and successfully use a herd modification training program for cattle and wild mustangs. To find out more about his book, visit www.thehorselover.com.

CARNEGIE MELLON

Pennsylvania Phi brothers exceeded their goal of \$100,000 during their annual fundraiser known as Donut Dash. The event focuses on a two-mile fun run during which contestants run a mile, eat up to six donuts and run another mile. Proceeds benefited the Live Like Lou Foundation, an organization that funds research and supports families fighting ALS. Their inspiration to create the event came from

their chapter adviser of 20 years, Robert Dax, who was diagnosed with ALS. Donut Dash started as a campus event with minimal participation from the surrounding Pittsburgh community but, this year, more than 700 runners from across the area joined

in the race. In addition, representatives from the Live Like Lou Foundation and the ALS Association Western Pennsylvania participated. For more information or to contribute to the cause, visit www.cmudonutdash.org.



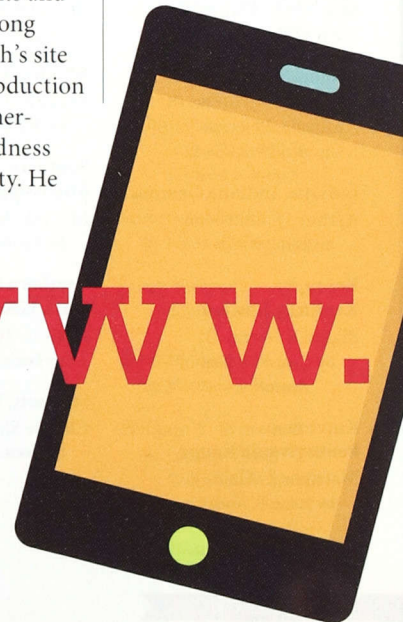
BALL STATE

Christian Horvath (’96) has created a website dedicated to child safety at ProtectivePapa.com. As a federal law-enforcement officer and Army veteran, he gained inspiration for the site from his professional background and from his role as a father of two young children. The site focuses on three core concepts — prevention, detection and reaction — and

some of the areas Protective Papa covers include falls, burns, vehicle accidents and poisoning, among others. Horvath’s site also looks at abduction prevention, emergency preparedness and travel safety. He

encourages members and readers to visit and share the site.

WWW.



CENTRAL MICHIGAN

Michigan Delta-Omega celebrated its 10th Chartering Anniversary in the spring with more than 250 collegiate and alumni members and their guests in attendance. The group celebrated the chapter's milestones, such as winning the John O. Moseley Award for Fraternity Zeal in 2005, and attendees witnessed a number of awards presentations. Jordan Borchert ('14) and Alex Urban ('14) earned the Order of the Phoenix; Steve Lambert ('11) and Chris DeEulis ('11) earned the Order of the Lion; Brad Kloha ('06) and Spencer Long ('07) received the Order of Minerva; and Nathan Tallman ('07) received the Order of the True Gentleman. Furthermore, every brother who served as Eminent Archon attended the anniversary.



10

MARSHALL

J.R. Cook ('09) placed second on the SyFy reality competition called *Opposite Worlds*, a competition in which 14 contestants lived in the same house divided by a glass wall. One team was designated the Past, consisting of a cave-like atmosphere with limited food and dirty conditions.

The other team lived in the Future with extravagant meals and high-tech amenities. *Opposite Worlds* allowed the audience to impact the show by tweeting and voting for their favorite and least favorite contestants. Cook battled his way to the end, where he competed in the finale for the \$100,000 grand prize. *To watch episodes, visit syfy.com/oppositeworlds.*

MISSISSIPPI STATE

Nearly 200 Mississippi Theta alumni from the 1960–1971 graduating classes gathered for a reunion at Mississippi State University in June. A smaller set of classes previously held reunions organized by Paul Jones ('67) in 2006 and 2008 in Tunica, Mississippi, but the demand grew for a larger one. The first evening, alumni and their wives met at the chapter house for a catered event, and many attendees saw the renovated and expanded house for the first time. In addition, about 80 brothers received 50-year certificates, and members of the house corporation received awards

for their dedication to the chapter house. Ramona "Toodie" Smith Jones, wife of Larry Jones ('71), and Melissa "Missy" M. Bridgforth, wife of Barry Bridgforth ('85), were presented with the Order of the Violet for their sustained support of the chapter. Also that evening, the group bestowed The Highest Effort Award for Public Service to Michael J. Chaney ('66), Mississippi Insurance Commissioner. The following day, the alumni association hosted a bus tour of campus, which included stops at the newly renovated Business School, athletic facilities and the High Performance Collaboratory Computer Facility. And the weekend ended with a banquet at the Old Waverly Golf Club,

where some attendees golfed in a tournament organized by Harris "Trip" Barnes ('68). Many alumni received awards, including members of the house corporation from 1960–1971.

Receiving the Order of the Lion: Harris H. Barnes III ('68), D. Hines Brannon Jr. ('70), Dr. E. Russell Black Jr. ('67), Stewart H. Bridgforth Jr. ('64), Raymond D. Slaughter ('68), James Eddie Spivey ('78) and Andrew E. Gaston (Rhodes '70).

Receiving the Order of Minerva: John W. Ray Jr. ('86) and William E. Thurmond ('63). And receiving the Merit Key Award: James Lawrence Jones ('71). The organizing committee for the reunion included Paul B. Jones Jr., Harris H. Barnes III, D. Hines Brannon Jr. ('70), Dr. E. Russell Black Jr. ('67), James Lawrence Jones and Charles P. Boyd ('65).

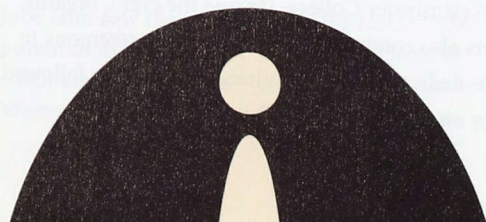
WESTMINSTER

Missouri Gamma members gathered for the chapter's 65th anniversary during Alumni Weekend at Westminster College. During the event, organizers also conducted a ribbon-cutting ceremony to re-dedicate the chapter house, which was followed by an anniversary gala later in the evening.

WASHINGTON (MISSOURI)

Missouri Beta members held a weeklong philanthropic event to educate the community about mental health, encourage constructive discussion of depression-related issues and raise funds for the American Foundation for Suicide Prevention. The event, Dodging Depression, has been held annually since its introduction in 2006 following the suicide of a brother's mother. In order to educate the Washington University community, the men partnered with two extra-curricular clubs on campus: Active Minds, a group dedicated to raising mental-health awareness among college students, and Uncle Joe's, a peer-counseling organization where students can go to discuss a wide range of topics. During the week, members manned a table where

students could fill out a mental-health worksheet, learn about counseling resources on campus and write on a whiteboard a reason why mental health is important to them. Students would then post pictures of themselves with the whiteboard on Facebook or Twitter using the hashtag #giveaDAAM to raise knowledge of Depression and Anxiety Awareness Month. Chapter members also appealed to our Student Union Treasury to fund mental-health speaker Ross Szabo, author of *Behind Happy Faces: Taking Charge of Your Mental Health*. In addition, the men held a benefit night at an off-campus restaurant that agreed to donate 40 percent of sales to the American Foundation for Suicide Prevention. The week culminated with a dodgeball tournament that featured all eight campus sororities and multiple fraternities.



IOWA STATE

During homecoming, the Iowa State University Alumni Association presented Dale Johnson ('60) the Alumni Merit Award, one of the most prestigious awards given to alumni that recognizes them for outstanding contributions to human welfare that transcend purely professional accomplishments and bring honor to the

university. Johnson retired from a 35-year career with 3M, where he created the company's employee volunteer program, managed 3M's East Side Outreach Program and started "Stuff for Schools," which provides school supplies to more than 4,500 needy children. After retirement, he helped to establish Minnesota's STEM program and Engineering Leadership Program and, along with his mother, cre-

ated the Engel Fund for mechanical engineering scholarships at Iowa State.

In other news, Steven Churchill ('85), who serves as Eminent Supreme Deputy Archon, has been named as the President and CEO of the Association for Healthcare Philanthropy. With more than 25 years of management experience in fundraising and non-profits, Churchill served most recently as executive director of the American

Medical Association Foundation. Prior to joining the AMA in 2007, he was Vice President of Development and Alumni Relations for Des Moines University Medical School. As the world's largest association for health-care fundraising professionals, the Association for Healthcare Philanthropy represents nearly 5,000 members who raise more than \$9 billion each year for community-health services.



A. Yee and Associates for more than 25 years. In 1988, he won the Lifetime Design Achievement Award from the Florida Association of Architects. He was installed into the College of Fellows of the American Institute of Architects in 1992, and he received the Outstanding Alumni Award from the University of Florida's College of Architecture in 1993. Leedy also designed the Florida Upsilon chapter house, which was built in 1963.

FLORIDA

Gene R. Leedy ('50) received the University of Florida School of Architecture Lifetime Achievement Award, which recognizes an alumnus who epitomizes a lifetime of

architectural excellence. Leedy founded the Sarasota School of Architecture in 1952 and is credited with pioneering prestressed concrete, the development of long-span "double-tee" beams, sliding-glass doors in wood and aluminum and

walled-in courtyards for modern homes. Colleagues and friends with Frank Lloyd Wright and Buckminster Fuller, Leedy designed projects throughout the U.S. including Hawaii, where he has been a design consultant for Alfred



COLORADO-BOULDER

Half a century after college graduation, a band of brothers from Colorado Chi gathered for a reunion in Camden, Maine. The men, representing classes between 1960 and 1964, visited local sites, toured Penobscot Bay on a schooner, feasted on lobster and shared a lot of stories as they socialized. Mik ('63) and Kris Mikkelsen hosted this year's reunion at their home, and brothers and their significant others traveled from various parts of the country and from overseas to attend the festivities.

NORTHWESTERN

Richard Lies ('67), an adviser and house-corporation officer for Illinois Psi-Omega and a Past Eminent Supreme Recorder, received the 2014 Distinguished Service Award from Northwestern University. In addition to his loyalty and dedication to his alma mater, Lies has organized alumni events, mentored chapter brothers and continues to volunteer for projects. Illinois Psi-Omega brothers also helped him celebrate his achievement with a day of golf and brotherhood in nearby Glencoe, Illinois.

NORTH CAROLINA-CHARLOTTE

T.J. Butler ('13) has joined The White Group of Keller Williams Realty Ballantyne and is working alongside Johnny White (Memphis '68), who founded the company. The White Group is committed to helping people realize their real-estate dreams and achieve their personal goals in owning property. During his collegiate tenure, Butler, who is a Founding Father, served as Eminent Treasurer and Eminent Archon. For the past three years, he has been on the Province Omicron Executive Board, currently serving as Charlotte Area Coordinator.

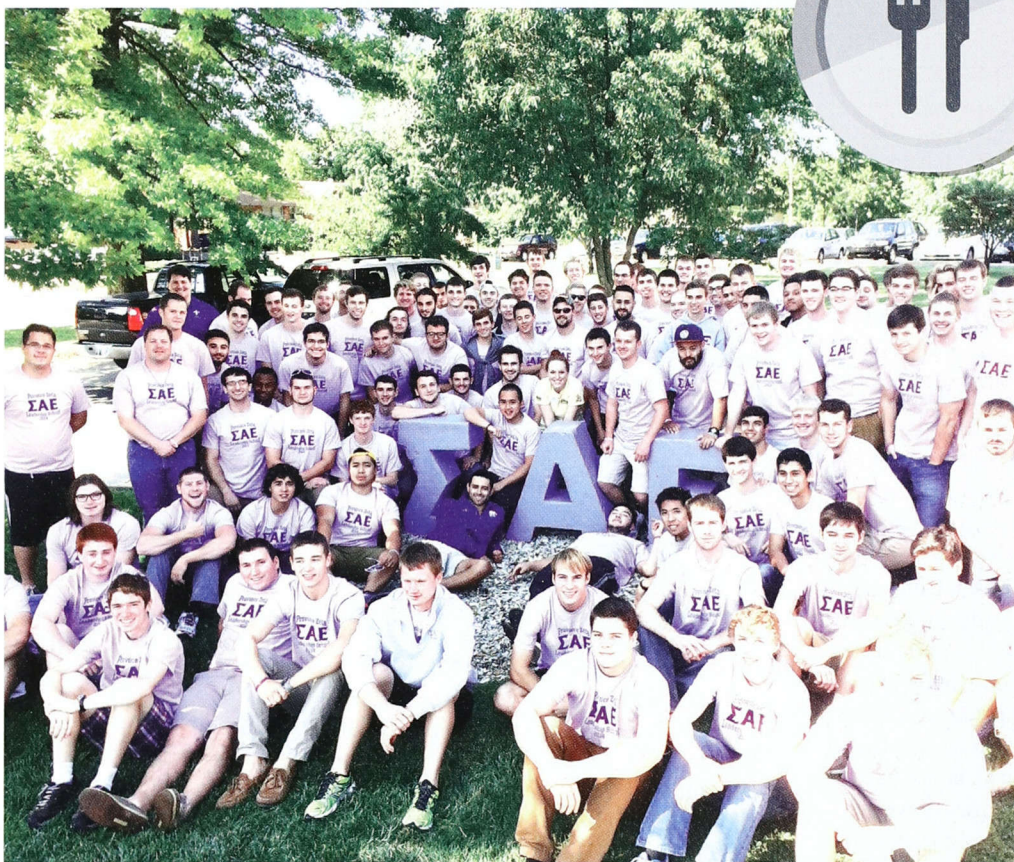
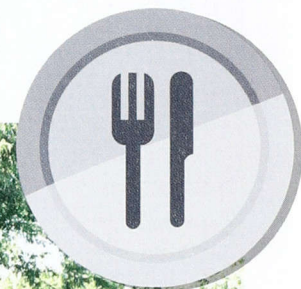
PROVINCE ZETA

During the Province Zeta Leadership School at Kansas Beta, members from the province's chapters conducted a service

event to aid families of people battling Ebola in Liberia. They packaged meals for Outreach, Inc. as part of its commitment to send 750,000 meals overseas. In addition, Province Zeta members have been raising money individually to support the meals,

which cost 25 cents each. Anyone who is interested in supporting the cause may make a tax-deductible donation by visiting outreachprogram.org, and make sure to specify ΣAE Packaging Event. Outreach Meal Packaging Events are set up

across the United States to engage businesses, religious and civic organizations, schools and volunteers of all ages to package nutritious meals for the hungry.



PENNSYLVANIA

Pennsylvania Theta earned two awards from the University of Pennsylvania at the 2014 Greek Awards Ceremony. The chapter had been named runner-up for

Outstanding Brotherhood and Educational Programs, and former Eminent Archon Dan Riband ('14) received the award for Outstanding Greek Leader. In addition, Steve Saltzman was presented with the 2014 Merv Sluizer Outstanding Alumni Advisor Award.

SEWANEE

Will Canary completed an internship with the office of Senator Richard Shelby this past summer. During his time in Washington, Canary completed legislative research,

conducted tours of the Capitol and attended hearings on various issues. Back at school, he serves as Eminent Treasurer and is pursuing a degree in international global studies.





YOUNGSTOWN STATE

Friends since childhood and brothers in the Fraternity, John Chismar ('96), Mark McDonough ('98) and Thomas Buck (Cincinnati '99) displayed the ΣΑΕ flag at the base of the summit of Mount Monroe in the White Mountains, New Hampshire. The trio, along with several other friends, hiked the 22-mile Presidential Traverse over a two-day stretch and reached eight alpine summits.

KENTUCKY

Jim Richardson ('70) has been announced as one of three national finalists for the Lifetime Achievement Award in the Invest in Others Community Leadership Awards for his philanthropic contributions to the Lexington Dream Factory. The Invest in Others Charitable Foundation established the awards to support the philanthropic and volunteer activities of financial advisers, who are nominated by their peers for exemplifying outstanding leadership qualities in the industry and actively volunteering to improve their communities. In 1988, Richardson co-founded the Dream

Factory, which grants dreams to children ages 3-18 who have been diagnosed with critical or chronic illnesses. Since its founding, more than 700 dreams have been granted, from a little red wagon to a visit with the Pope to a trip to the Super Bowl. As a musician, he also performs at the annual Valentine's Party at the Kentucky Children's Hospital.

In other news, Kevin Weaver ('91) was appointed by University of Kentucky President Eli Capilouto to serve a four-year term on the UK College of Law Visiting Committee. Weaver has served as the managing member of Sturgill, Turner, Barker & Moloney, PLLC since 2010 and as a civil litigator in the areas of premises liability, insurance

defense, contract disputes and estate contests. He was selected by The Best Lawyers in America as the 2014 Lexington "Lawyer of the Year" in the area of "Workers' Compensation Law—Employers" and has been listed as a Best Lawyer in that category since 2012. In addition, Weaver has been named a Kentucky Super Lawyer in the category of workers' compensation defense since 2012, and was named a Kentucky Super Lawyer in the civil litigation defense category in 2007. In 2008, he was elected a fellow of the Litigation Counsel of America, an honorary society limited to 3,500 trial lawyers nationwide, representing less than one-half of one percent of American lawyers.

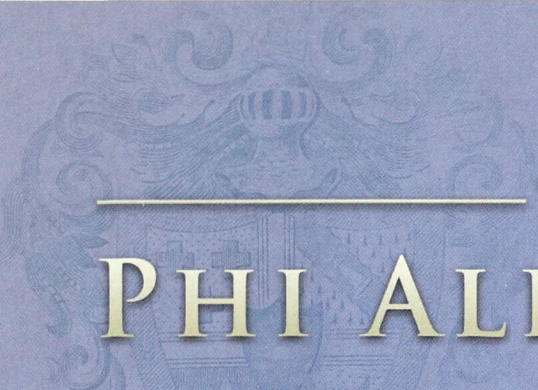


SOUTHERN MISSISSIPPI

During its annual Charity Bowl, Mississippi Sigma brothers defeated Sigma Phi Epsilon brothers 8-6 and raised a record \$7,250 for the Abbie Rogers Civitan Camp. The event, now in its 16th year, helps to

provide funds for the camp's programs, which allow individuals with disabilities to participate in typical camping activities. The men played the Charity Bowl at M.M. Roberts Stadium, and parents, campers and fellow sorority and fraternity members from Southern Miss turned out to watch. Brothers also crowned Ms. Charity Bowl to

the ladies of Phi Mu, who won the cheer competition and donated the most money via spirit links. Before the Bowl, Mississippi Sigma hosted a cook-out at their house, and after the Bowl, several brothers went to the camp and spent a day with campers. **END**



THE
PHI ALPHA CLUB

*1,250+ Undergraduates supporting
Leadership School, Scholarships,
and the Levere Memorial Temple*

JOIN THE CLUB TODAY

www.sae.net/PhiAlphaClub

SIGMA ALPHA EPSILON
FOUNDATION





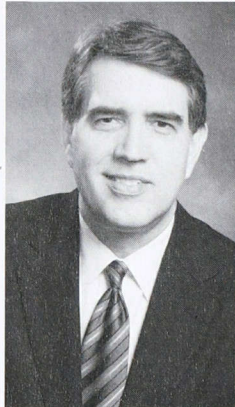
DONOR LEVELS

Foundation Fellow	\$100,000
McKinley	\$75,000
Rudolph	\$50,000
DeVotie	\$25,000
Nippert	\$10,000
Bunting	\$5,000
Phoenix	\$2,500
Founder	\$1,000

The list printed here includes all gifts and bios received by September 15, 2014. If you have questions, please contact Associate Executive Director of Foundation Jason Andrick at (847) 424-3021 or at jandrick@sae.net.

Gifts to the Sigma Alpha Epsilon Foundation, a 501(c)3 corporation, are tax-deductible. Brothers' donor levels are recognized in *The Record* upon receipt of a photograph and biography.

DEVOTIE SOCIETY



STEVEN W. CHURCHILL
Iowa State '85
Churchill is the President and CEO of the Association for Healthcare Philanthropy. He also serves our Fraternity as Eminent Supreme Deputy Archon. He resides in Washington, DC.

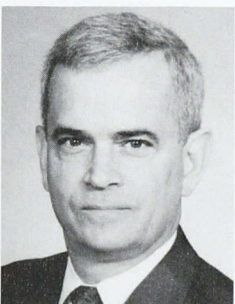


ROBERT B. RAVENSCROFT
Michigan '62
Ravenscroft is a pianist, composer, teacher and founder of both Ravenscroft Pianos and Music Serving the Word Ministries. He and his wife, Gretchen, have four children: Robert Jr., Scott, Stephanie and Chad. They reside in Scottsdale, Arizona.

NIPPERT SOCIETY

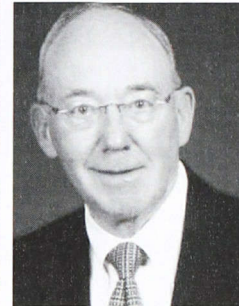


R. MARK "HONDO" DAVIDS
Maryland-College Park '77
Davids is a retired Marine Corps Major and Navy financial analyst. He is also an F&H Director. He has two children, Chris (Virginia Zeta '07) and Gina. He resides in Centreville, Virginia.



HUGH J. HOLLOMAN
Maryland-College Park '73
Holloman is a retired Colonel for the United States Marine Corps. He has two children, Jennifer and James, and resides in Manassas, Virginia.

NIPPERT SOCIETY (cont.)



WALTER "WOODY" MADDEN
Denver '61
Madden is a Government Affairs Manager for Exxon. He and his wife, Mary Anna, have two daughters and reside in Spring, Texas.



DEAN K. MORELL
Oregon '79
Morell is Market Director for JPMorgan Chase. He is also a Foundation Trustee and chairman of the Investment Committee. He and wife, Sharon, have a son, Blake, and reside in Portland, Oregon.



RICHARD H. THOMPSON
Miami (Ohio) '56
Thompson is retired from NCR. He resides in Grapevine, Texas.



ROBERT H. WATTS
Boston '68
Watts is retired as Senior Vice President and Chief Compliance Officer at John Hancock Financial Services. He is also a Foundation Trustee. He and his wife, Sally, have three children: David, Scott and Peter. They reside in Moultonborough, New Hampshire, and Ludlow, Vermont.

NOT PICTURED

RICHARD A. LAHR
Nebraska '46
Lahr is a retired manager for D. Van Nostrand Publishing. He is also a Purple Heart and Bronze Star recipient for his service in the U.S Army. He resides in Palm Springs, California.

BUNTING SOCIETY



ROBERT G. BARTIZAL
Nebraska '54

Bartizal works in executive management within the computer-and-information processing industry. He and his wife, Barbara, have three children: Jeff, Julie and John. They reside in La Quinta, California.



DAVID A. BIGLER
Purdue '58

Bigler is Vice President of Johnson Controls, Inc. He and his wife, Carolyn, have two children: Lynn and Elizabeth. They reside in Jensen Beach, Florida.



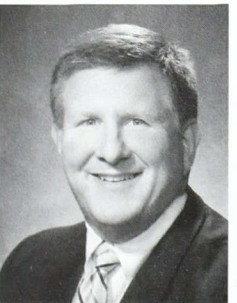
GUS G. BROCKSEN JR.
Cal State-Long Beach '64

Brocksen is retired as Owner of Pele Plantations. He and his wife, Cynthia, have two children: Lara and Trey. They reside in Honaunau, Hawaii.



STEPHEN A. BURNETT
South Carolina-
Columbia '73

Burnett is a pharmacist for Professional Pharmacy. He resides in Greenville, South Carolina.



DAVID M. BUTLER
Nebraska '87

Butler is Executive Vice President of Finance and Chief Financial Officer for Winco Foods. He and his wife, Heidi, have two sons: Derek and Christian. They reside in Star, Idaho.



SAM N. COHLMIA
Wichita State '89

Cohlmlia is an ophthalmologist and CEO of Cohlmlia Eye Center. He resides in Wichita, Kansas.



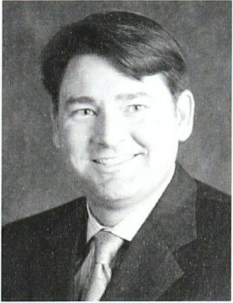
DANIEL P. GOOCH
Cal State-Long Beach '72

Gooch is a retired administrator for the city of Long Beach. He and his wife, Desiree, reside in Huntington Beach, California.



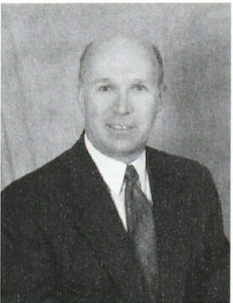
CLAYTON E. JOHNSON
Southern Mississippi '73

Johnson works in investments and insurance for various companies. He and his wife, Mary Ella, have two daughters: Meredith and Catherine. They reside in Laurel, Mississippi.



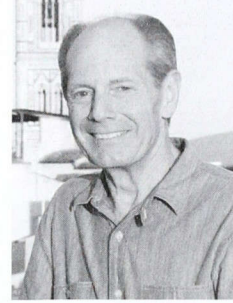
JEFFERY L. KITTLE
Indiana '93

Kittle is President and CEO of Herman & Kittle Properties, Inc. He and his wife, Jennifer, have two daughters: Caroline and Lauren. They reside in Carmel, Indiana.



FRANK X. OLNEY
Oklahoma '67

Olney is Vice President and Certified Financial Planner for Morgan Stanley. He resides in Nichols Hills, Oklahoma.



PHILIP L. PERRY
Nebraska '72

Perry is the CEO of Perry Reid Properties. He and his wife, Roseann, have two children: Alexander and Nicholas. They reside in Lincoln, Nebraska.



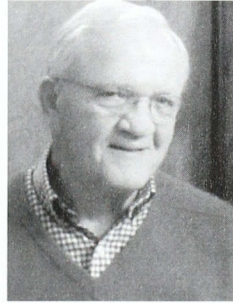
DAVID G. SEVER
Nebraska '62

Sever is retired as President of Alaska Pacific Assurance Company. He and his wife, Nancy, have two children: Jeffery and Anne. They reside in Anchorage, Alaska.



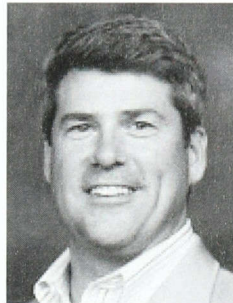
E. BRIAN SMITH
Purdue '60

Smith is President and Founder of The CareerSMITH Group. He resides in Corona Del Mar, California.



DAVID C. SUNDBERG
Nebraska '62

Sundberg is an agent and Registered Representative for Massachusetts Mutual. He and his wife, Linda, have three children: Craig, Amy and Wendy. They reside in Lincoln, Nebraska.



ROBERT J. SWEENEY
Nevada-Las Vegas '87

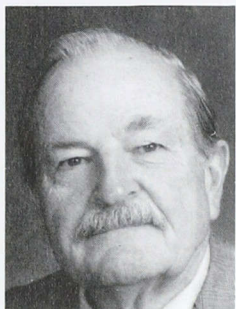
Sweeney works in sales for Berkshire Hathaway Home Services. He has three children: Gavin, Samantha and Grant. He resides in Henderson, Nevada.

BUNTING SOCIETY (cont.)



RICHARD F. WELLER
Nebraska '54

Weller is a retired Holiday Inn Franchise Holder. He has three children: Lacinda, Steven and Jayson. He and his wife, Derrolynn, reside in Rapid City, South Dakota.



RONALD W. WORDEN
San Jose State '50

Worden is retired from A. Levy & J. Zenter Co. He and his wife, Barbara, have two children: Stephen and Susan. They reside in Boise, Idaho.

NOT PICTURED

TERRENCE S. BROEKEMEIER
Nebraska '69

Broekemeier is Vice President of Human Resources at Circle K Corporation. He and his wife, Selma, have one son, Matthew. They reside in Chandler, Arizona.

PHOENIX SOCIETY

Allegheny, Pennsylvania Omega
Bruce W. Furness ('89)
FM #8708

Auburn, Alabama Alpha-Mu
James W. Styring ('69)
FM #4999

Bradley, Illinois Epsilon
Darryl M. Graham ('69)
FM #2267

Christian Brothers, Tennessee Rho
Jeffery D. Hall ('07)
FM #7791

Dartmouth, New Hampshire Alpha
Charles S. Allen ('62)
FM #8709

Drake, Iowa Delta
Bruce A. Foster ('78)
FM #6444

Emory, Georgia Epsilon
W. Jerry Capps ('62)
FM #5728
Stanley A. Rhodes ('65)
FM #7692

Evansville, Indiana Epsilon
Michael J. Welch ('93)
FM #6004

Florida, Florida Upsilon
Eugene D. Gainey Jr. ('85)
FM #3636

Franklin, Indiana Alpha
Stephen A. Smith ('69)
FM #8380

Harvard, Massachusetts Gamma
Leland B. Paton ('65)
FM #6023

Indiana, Indiana Gamma
James G. Barsamian ('76)
FM #7264
Chad A. Carlsson ('97)
FM #8428
Ronak S. Desai ('10)
FM #7987
Charles D. Farmer ('55)
FM #4690
James C. Fissinger ('83)
FM #7140
James M. Ryan ('82)
FM #8155
Stephen H. Simon ('88)
FM #8161
Blair H. Snead ('67)
FM #8290

Louisiana State, Louisiana Epsilon
Rene P. Meric Jr. ('46)
FM #5095

Loyola, Illinois Alpha-Omega
Ross A. Pometta ('07)
FM #7508

Memphis, Tennessee Sigma
David E. Harrison ('77)
FM #7148

Mercer, Georgia Psi
Daniel H. Serrato ('77)
FM #4385

Miami (Ohio), Ohio Tau
Ernest R. Porter ('47)
FM #4845

Michigan State, Michigan Gamma
Mark A. Harris ('78)
FM #7736

Stephen J. Szilakyi ('85)
FM #8656

Mississippi State, Mississippi Theta
Robert C. Weston Jr. ('74)
FM #5581

Morehead State, Kentucky Gamma
Jeff L. Smithson ('79)
FM #7303

Nebraska, Nebraska Lambda-Pi
Jack D. Campbell ('50)
FM #3865

North Dakota State, North Dakota Beta
George P. Smith ('44)
FM #7721

Occidental, California Epsilon
Howard D. Hahn ('44)
FM #4890

Ohio State, Ohio Theta
Palmer B. Schooley ('82)
FM #5634

Ohio Wesleyan, Ohio Delta
Charles F. Clifford Jr. ('48)
FM #4446

Oklahoma State, Oklahoma Mu
Robert W. Clark ('75)
FM #8153
Mark A. Gish ('77)
FM #6578

Robert C. Hill ('62)
FM #4168

Oregon State, Oregon Alpha
Ronald T. Iwasaki ('67)
FM #4136

Puget Sound, Washington Gamma
Alan H. Cottle ('74)
FM #6239

Purdue, Indiana Beta
John C. Coulson ('61)
FM #3799

Rhode Island, Rhode Island Alpha
Ira E. Murphy ('51)
FM #6000

San Jose State, California Zeta
Richard A. Dunasky ('54)
FM #2480

South Carolina-Columbia, South Carolina Delta
John N. Stringfellow III ('75)
FM #6095

South Dakota State, South Dakota Theta
Wendell R. Bouwman ('85)
FM #8361

Tennessee Tech, Tennessee Delta
Richard G. Smith ('63)
FM #5823

Tennessee-Knoxville, Tennessee Kappa
Alton E. Blakley Jr. ('80)
FM #2057

Texas Christian, Texas Beta
Frank J. Maida ('76)
FM #3088

Texas State, Texas Sigma
Robert B. Rendon ('94)
FM #7511

Western Michigan, Michigan Delta
Ryan W. Weiers ('99)
FM #5658

William & Mary, Virginia Kappa
Michael S. Rodgers ('92)
FM #7307

Wisconsin-Madison, Wisconsin Alpha
Warren K. Goetze ('57)
FM #4434

Worcester Polytechnic, Massachusetts Delta
William P. Peterson ('56)
FM #4753

Wyoming, Wyoming Alpha
Frank L. Shriver ('71)
FM #4292

FOUNDER MEMBERS

Adrian, Michigan Alpha
John C. Imonen ('64)
FM #8643

Alabama, Alabama Mu
Edward K. Aldag Jr. ('86)
FM #8695

Arizona, Arizona Alpha
Russell G. Cohen ('87)
FM #8666
Sam G. Perricone ('68)
FM #8619

Bradley, Illinois Epsilon
John C. Kellamis ('86)
FM #8650

Cal Poly-Pomona, California Alpha-Beta
Matthew W. Jones ('97)
FM #8676

Cal State-Long Beach, California Lambda
Robert G. Chrisman ('67)
FM #8683
William G. Westling ('83)
FM #8667

Case Western Reserve, Ohio Rho
James E. Caminis ('00)
FM #8660
Stephen A. Fossi ('78)
FM #8675

Central Michigan, Michigan Delta-Omega
Spencer A. Long ('08)
FM #8647

Cincinnati, Ohio Epsilon
Dominic M. Berardi ('06)
FM #8649
Gail E. Gephart ('48)
FM #8686

Colorado State, Colorado Delta
Lee W. Joslyn ('77)
FM #8673
Scott A. Wolf ('82)
FM #8646

FOUNDER MEMBERS (cont.)**Davidson,****North Carolina Theta**

James C. Faulkner ('83)

FM #8648

David H. Waddill ('81)

FM #8655

Drake, Iowa Delta

Thomas J. Logan ('73)

FM #8659

Duke, North Carolina Nu

William D. Jackman ('86)

FM #8651

East Tennessee State,**Tennessee Alpha**

Russell W. Ingram ('69)

FM #8638

Evansville,**Indiana Epsilon**

Ronald M. Faust ('72)

FM #8706

Florida, Florida Upsilon

Steven G. Young ('74)

FM #8634

Florida Southern,**Florida Gamma**

Gordon L. Bush ('61)

FM #8628

Franklin, Indiana Alpha

James T. Napolitan ('70)

FM #8641

George Washington,**Washington City Rho**

John W. Purvis Sr. ('71)

FM #8681

Georgia Tech, Georgia Phi

Robert J. Sanders ('42)

FM #8631

Illinois, Illinois Beta

Edwin B. Becker ('86)

FM #8679

Daniel J. Kelly ('85)

FM #8674

Indiana, Indiana Gamma

Michael S. Crider ('74)

FM #8698

Timothy C. Dusing ('80)

FM #8700

Daniel E. Guiser III ('02)

FM #8661

Phillip E. Gutman Jr. ('80)

FM #8639

Gene B. Maudlin ('65)

FM #8677

Ned M. McCahan ('67)

FM #8671

Kansas State, Kansas Beta

Nathan E. Buckner ('10)

FM #8668

Kent State, Ohio Lambda

Joseph H. Reed ('60)

FM #8688

Lafayette,**Pennsylvania Gamma**

Eric P. Reumann ('88)

FM #8625

Louisiana,**Louisiana Alpha**

James L. Massengale ('68)

FM #8670

Louisiana State,**Louisiana Epsilon**

Matthew C. Nelson ('89)

FM #8637

Maine, Maine Alpha

John A. Roberts ('80)

FM #8636

Marshall,**West Virginia Alpha**

Willard H. Catlett Jr. ('74)

FM #8663

Maryland-College Park,**Maryland Beta**

John E. Roberts ('63)

FM #8635

Miami (Florida),**Florida Alpha**

Paul A. Cruger ('64)

FM #8629

Todd P. Misemer ('91)

FM #8699

Miami (Ohio), Ohio Tau

David A. Ziegler ('60)

FM #8692

Michigan State,**Michigan Gamma**

Stephen J. Szilagyiy ('85)

FM #8656

Millikin, Illinois Delta

David A. Camerer ('60)

FM #8691

Minnesota,**Minnesota Alpha**

Rankin C. Ahlm Jr. ('86)

FM #8630

Montana, Montana Beta

William B. Thompson

('68)

FM #8694

Morehead State,**Kentucky Gamma**

Jeff L. Flannery ('03)

FM #8633

David A. Orme ('85)

FM #8678

Nebraska,**Nebraska Lambda-Pi**

Robert G. Bartizal ('54)

FM #8705

Russell S. Hale ('50)

FM #8672

Clark D. Landers ('83)

FM #8704

Joel W. Long ('84)

FM #8620

Stephen R. Lubeck ('92)

FM #8707

Alex Moon ('98)

FM #8687

Philip L. Perry ('72)

FM #8654

Willis K. Polite Sr. ('50)

FM #8685

Andrew M. Romjue ('96)

FM #8701

David G. Sever ('62)

FM #8662

Chad J. Vyhldal ('94)

FM #8617

New Mexico,**New Mexico Tau**

Steven A. Kmatz ('98)

FM #8669

Nicholls State,**Louisiana Chi**

David P. Vicknair ('07)

FM #8623

North Carolina State,**North Carolina Alpha**

Lee D. Lovvorn ('70)

FM #8616

Northern Iowa,**Iowa Chi**

Nicholas P. Jones ('03)

FM #8644

Northwestern,**Illinois Psi-Omega**

Richard S. Phillips ('50)

FM #8680

Oakland,**Michigan Sigma-Sigma**

Oneil Franso ('07)

FM #8702

Ohio, Ohio Gamma

Alfred E. Banholzer ('57)

FM #8658

Ohio State, Ohio Theta

Bruce E. Kesselring ('44)

FM #8645

Ohio Wesleyan,**Ohio Delta**

Edward F. Morris ('45)

FM #8689

Oklahoma State,**Oklahoma Mu**

Ian B. Chapman ('89)

FM #8697

Philip M. Hershberger

('75)

FM #8653

Tyler K. Mullman ('02)

FM #8640

Oregon State,**Oregon Alpha**

Ronald C. Holloway ('68)

FM #8632

Pennsylvania,**Pennsylvania Theta**

George C. Balbach ('53)

FM #8690

Alan H. Tracy ('62)

FM #8684

Purdue, Indiana Beta

Thomas E. Kotoske ('60)

FM #8703

Rensselaer Polytechnic,**New York Epsilon**

James R. Brown ('66)

FM #8626

San Jose State,**California Zeta**

Whitney E. Donaldson

('58)

FM #8696

David V. Schweitzer ('57)

FM #8657

Norman L. Yiskis ('55)

FM #8652

Simpson, Iowa Sigma

Bruce F. Hann ('60)

FM #8664

Texas Christian,**Texas Beta**

Bobby J. Cochran ('56)

FM #8624

James M. Slator ('69)

FM #8693

Troy, Alabama Epsilon

Brandon G. Brazil ('93)

FM #8618

University of the South,**Tennessee Omega**

William Fuller Jr. ('69)

FM #8627

Utah State, Utah Upsilon

David L. Jeppesen ('57)

FM #8665

Virginia Tech,**Virginia Zeta**

Shawn M. Clune ('87)

FM #8682

Washington State,**Washington Beta**

John H. Woodman ('65)

FM #8621

Wisconsin-Madison,**Wisconsin Alpha**

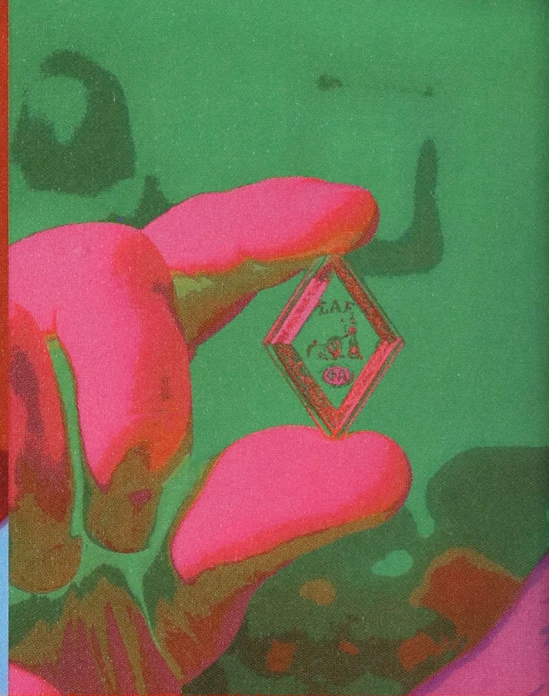
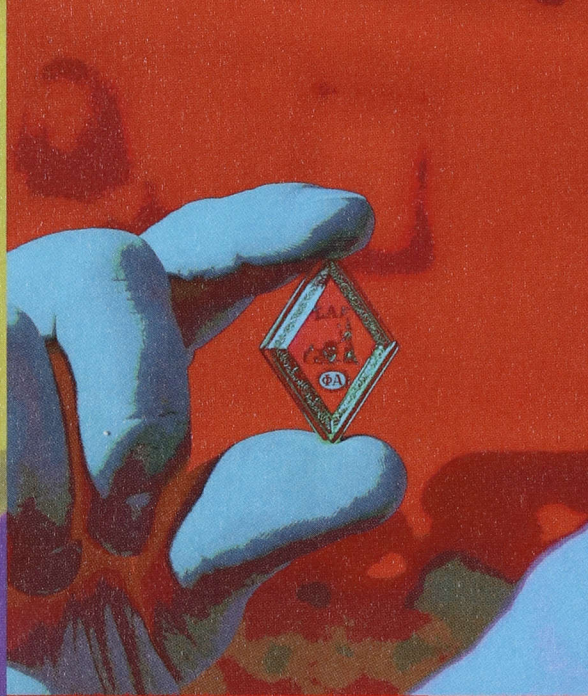
Robert G. Binkley ('73)

FM #8642

Yale, Connecticut Omega

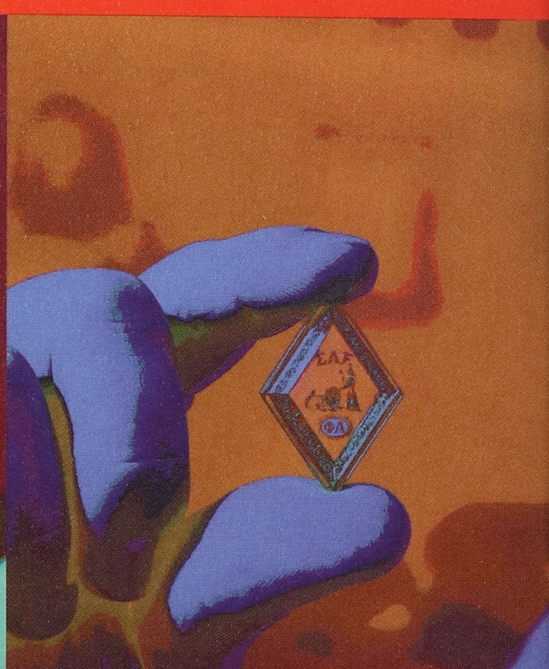
Cory G. Gaffney ('99)

FM #8622 **END**



THE POWER OF REPLICATION:

Strategies for a Successful Recruitment





INTRO BY
BRANDON WEGHORST,
ASSOCIATE EXECUTIVE DIRECTOR

MAIN FEATURE BY
TOM HEALY AND
DAVID STOLLMAN,
CONTRIBUTING WRITERS

IF YOU WERE TO PICK UP A GUIDE FOR RECRUITMENT FROM DECADES AGO, THE ADVICE OF OUR FOREFATHERS WOULD SOUND VERY FAMILIAR. It goes something like this.

Establish a friendship with a prospective member who possesses the qualities we seek. Introduce him to your friends. Then introduce him to Sigma Alpha Epsilon. Although the process sounds simple, our brothers know that recruitment is no easy task. Yet if we don't find our replacements, the Fraternity would never grow, and we would not be able to pass along the gift we've been given.



WHY IS BEFRIENDING A PROSPECT SO IMPORTANT? Men join the Fraternity for any number of reasons. But if you were to ask brothers of all ages, you'd find one common response in an overwhelming majority of answers: "Because I liked the guys." Men are more likely to sign a bid with Sigma Alpha Epsilon when they meet a brother and then, later, meet his friends — who happen to be brothers. As the prospect interacts and socializes with more and more members, your ability to seal the deal, or offer him a bid, becomes exponentially easier. You've made him a friend; now make him a brother.

In 2004 — and periodically throughout our past — *The Record* dedicated its main feature to recruitment. Through a series of articles, information and advice, brothers read about the best practices and effective techniques that helped us grow our membership. So this fall, we once again dedicate our cover story to everything recruitment. This time, we asked some recruitment experts to serve as contributing writers. In fact, we've partnered with CAMPUSPEAK to bring Recruitment Boot Camp and customized tools and training to our membership. How can we maintain our spot as the largest social fraternity with nearly 325,000 brothers? Read on. →→→



1.

RECRUITMENT PROCESS

RECRUITMENT IS THE LIFEblood OF AN ORGANIZATION, AND YOUR EFFECTIVENESS AT THE PROCESS WILL DETERMINE THE FUTURE OF YOUR CHAPTER. Below we have outlined five specific activities that high-performing Σ AE chapters use continuously. They yield men who contribute to the success of the Fraternity and make you proud to call them brothers.

OUR AUTHORS HAVE SUMMARIZED THEIR RECRUITMENT ADVICE WITH FIVE OVERARCHING CONCEPTS. And throughout this feature, you'll find some additional tidbits of sage advice and wisdom that round out some of the best recruitment practices.

Align Individual and Chapter Actions with the TGE

Trust is essential in any successful relationship, be it personal or business. Trust is built through credibility. Does someone consistently do what he says? Is your brother there for you in times of need? Does your business' supplier deliver on time and budget? Nobody trusts a hypocrite. And nobody wants to do business with a hypocrite. If your chapter doesn't live the values espoused in our creed, "The True Gentleman," your shortcomings will be obvious to anyone considering membership. But, if he learns what a true gentleman looks like by watching your fraternity operate, you have the credibility to be worth his time, effort and money. You are worth the investment of these valuable resources.

Utilize a Powerful Brand

The "Be True" brand, first envisioned by the communications department nearly a decade ago, is one of the most successful and effective campaigns for non-members. And it has earned the attention, not to mention numerous awards, from our

interfraternal peers. The brand genuinely communicates the notion of a modern gentleman for the college age group and should be used for all external communications. By using our brand, we have the opportunity to "select with branding." Our brand, and the ideal of "The True Gentleman," will be appealing to the right guys and should deter the wrong guys.

Regardless of which specific image or variation of the "Be True" brand you decide to utilize, you'll want to make sure you are displaying it consistently to create brand awareness among your target market, which includes potential members. You should use the same brand across your social-media accounts, website, t-shirts, flyers, banners and anywhere else that you display your brand. Have a member of your chapter review all of your marketing efforts to make sure you are communicating one consistent message everywhere. Any brand-management executive will tell you that consistency and repetition are cornerstones to successful branding.

Manage Recruitment Effectively & Efficiently

A major reason why chapters fail to meet their recruitment goal is because they simply lack strong organization throughout the recruitment process of turning a potential member into a brother. The most effective way for chapters to manage all of their potential leads is to establish a **wish list** on a

Google Doc spreadsheet that can be shared with their brothers.

Track the potential member's first name, last name and phone number and the brother and team to which he is assigned. As appropriate, add information, such as an e-mail address, notes, the events he has attended, application status, GPA or any other relevant information in your chapter's recruitment process.

Assigning each potential new member to a brother and team allows for accountability. That way, you can ensure he is inviting the prospect to upcoming events, and someone — either the brother or his team — evaluates if he is the right fit. Chapters that outsource recruitment to just one or two guys, namely the Recruitment Chairman, to do all the work are flawed in that they aren't screening everyone as best they could. There is no way one person can get to know every potential member well enough to bid, and then quickly initiate, a stranger. You will be significantly more effective if each brother is responsible for a few potential members than if the Recruitment Chairman singlehandedly tries to evaluate every potential new member. Plus, the chapter will establish a guide so that each brother is using a consistent measure against which a potential member is judged.

The wish list must be two or three times the

ABOUT THE AUTHORS

DAVID STOLLMAN

After graduating from the University of Maryland, Stollman started teaching fraternities how to recruit while he worked for the North-American Interfraternity Conference. Campus leaders kept asking him to come back, so he created Recruitment Boot Camp. In the past 20 years, Stollman has spoken on more than 600 campuses across North America. He is the co-founder of CAMPUSPEAK, an award-winning speakers agency, and HazingPrevention.org. A member of Sigma Phi Epsilon, Stollman has won numerous awards for his work with fraternities, including the honor of being the first non-member to win a national award from Sigma Alpha Epsilon: the Order of Interfraternal Leadership. In fact, he has been a keynote speaker and presenter at the John O. Moseley Leadership School for many years. A proud Maryland Terrapin, receiving degrees in both government and communications, Stollman still calls Philadelphia home but recently moved his wife and three young kids from a small New York City apartment to a house in south Florida and traded his subway pass for a minivan. *Stollman can be reached at stollman@campuspeak.com.*



size of your chapter in order to maintain a healthy pipeline of potential members. There are always guys who will join other chapters and some guys who won't meet your standards for membership. By maintaining a strong list, you can be *selective* instead of handing out bids to everyone who is interested in joining.

Develop Eligibility Standards for Membership

One of the key changes with introduction of the True Gentleman Experience is the added importance of evaluating a potential member *prior* to offering him a bid. The best way to overcome this challenge is to establish clear eligibility standards he must exceed. To ensure he has met your standards, you need a specific and effective evaluation process in place. No more guessing based on a brother's comment that "He's a good guy!"

Eligibility standards must be agreed upon as a chapter and are required to be met by a potential member to extend him a bid. Some chapters use three to five mandatory standards, while other chapters measure six characteristics and require a potential new member to meet a minimum of four or five of them. Some examples include GPA, leadership roles, extracurricular activities, athletics or the like. In either scenario, the chapter uses these standards to evaluate men to learn which ones are more likely to align with "The True Gentleman" and are likely make great brothers.

Once you have established your standards, your chapter must determine how you will evaluate men against those standards. There are three basic ways in which you can achieve this goal:

Personal Observation

Your chapter members know exactly what they are seeking in a potential member and uses recruitment events and conversations with them to determine if those prospects meet your standards for membership.

Brief Application

Your chapter requires potential members to complete a brief application, either written or online, that collects the information needed to determine if your standards for membership have been met.

Sit-Down Interview

Members of your chapter sit down with each potential member and ask him a series of questions to determine if he meets your standards. The technique should replicate a job interview, not an interrogation. Your standards and evaluation process will send a clear

message to potential members that Sigma Alpha Epsilon cares about the type of men they recruit in addition to extending bids only to men who have a high probability of making a positive contribution to your chapter. There's something to be said for exclusivity.

Here are examples of eligibility standards used by chapters as they evaluate whether a potential new member is the right fit:

- Must meet a predetermined grade-point average
- Has completed leadership experience
- Has completed community-service experience
- Excels or participates in athletics
- Possesses strong communication skills
- Possesses an ambition or goals following college
- Has the desire to join the Fraternity for the right reasons
- Strongly interprets "The True Gentleman" when he reads it
- Produces a letter of recommendation from a non-relative

Utilize a Team-Based Model

The most common question we get is, "How can I motivate my members to recruit?" So here's the reality. One person can't do all the recruiting for the chapter and, too often, one person who tries to do so gets frustrated and burnt out. A simple team-based recruitment model allows the Recruitment Chairman to manage the efforts of the chapter instead of doing everything by himself. Select 20 percent of the chapter, and make those members team captains. They should be current and future leaders who are dependable and who can manage a team of four chapter members.

Have the team captains run a draft to place each member on a team. Chapters commonly complete this process in a fantasy-football format — taking turns selecting one man off a roster until none are left. This process distributes better recruiters while breaking up the cliques that exist in chapters.

Assign each person on the wish list to a team and a particular brother on that team. That way, the process helps to add a layer of accountability so that nobody on the wish list gets lost.

Instead of telling every brother to rearrange his busy schedule for the mandatory two-hour recruitment event next week, smart chapter

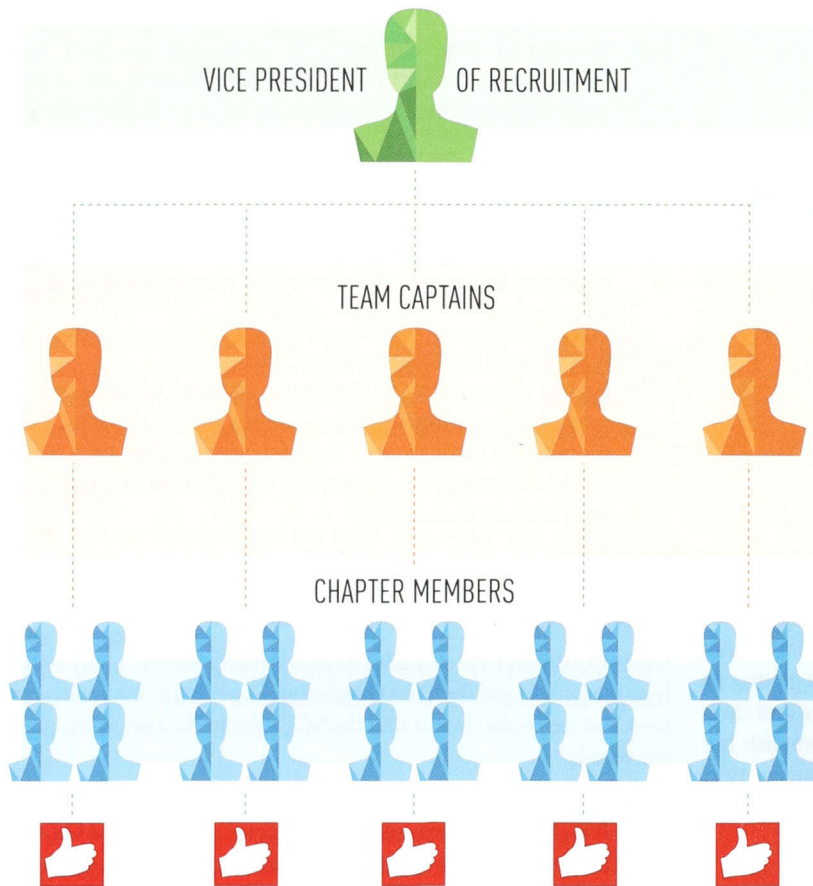
ABOUT THE AUTHORS

TOM HEALY

Healy (Ohio '06) was involved in many leadership roles as a collegiate member, including serving as IFC President. For the past five years, he has guided the efforts of Recruitment Boot Camp. In that span, RBC has provided coaching successfully for more than 75 chapters, has started 30 chapters from scratch and has trained thousands of fraternity men on how to build a great chapter. In addition, Healy has provided recruitment strategies for a wide range of organizations, including colleges, national non-profit organizations, the United States Navy and Fortune-100 companies. Healy lives in Scottsdale, Arizona, where he remains involved as a volunteer for the Fraternity both as the co-chairman of the Arizona Alumni Association and as a member of the Ohio Gamma Advisory Board. *He can be reached at healy@campuspeak.com.*



TEAM-BASED MODEL



members tell each team to find two hours next week to do something fun as a team with their guys on the wish list. Since the technique accommodates brothers' schedules, you're more likely to get them to participate. In small groups, you're able to get to know the potential member better and, therefore, make a better evaluation as to his qualification for membership. Team activities

allow for a more effective evaluation process of potential members so that you can ensure you are bringing only the right men into your chapter. Potential members can be cycled through a few different teams' activities in order for more brothers to get to know them.

About Recruitment Boot Camp

For more than ten years, Recruitment Boot Camp, or RBC, has helped thousands of chapters on hundreds of campuses recruit more members and better members. RBC is the pioneer in recruitment education and, from its inception, taught a proven plan of true values-based recruitment. *To learn more about RBC and how it can help your chapter, please contact Tom Healy at healy@campuspeak.com or visit RecruitOrDie.com.*



2.

RECRUITMENT TIPS

HELLO
my name is

Great Questions for Potential Members

One of the major mistakes chapters make when interacting with potential members is their ambition to oversell their product. The most effective way to sell a potential member on his willingness to accept a bid is by getting to know him, understanding what he is looking to get out of college and then sharing with him how Sigma Alpha Epsilon can help him accomplish his goals. The more he talks, the more favorably he'll look at the conversation. Here are great questions you can ask a potential new member:

- What are you looking to accomplish in college?
- What are you looking to accomplish after college?
- Where do you see yourself in five years?
- What words would your best friends use to describe you?
- What concerns you about joining a fraternity?
- In which organizations have you been involved in the past?
- What leadership experience makes you the most proud and why?

HELLO
my name is

5 Myths about Recruitment

Myth: It's about the parties.

Truth: Some fraternity men may believe it is necessary to throw big parties and get potential members drunk. But the truth is that such a practice does more harm than good and is a violation of our standards. The reality is that getting guys to join because of parties results in a brotherhood filled with members who show up only when there are parties. And they aren't learning anything new about your organization.

Myth: Success depends on the recruitment period at the college or university.

Truth: We want you to be good interfraternal brothers and friends. But the majority of high-performing chapters across the country recruit most, if not all, of their members aside from potential members who register with the school for fraternity recruitment. (And we realize that some

schools have strict mandates on when bids can be offered, which we always urge you to follow.)

Myth: It's a one-man job.

Truth: In order for your chapter to be successful, you truly need to rally behind a team effort in which one member is in charge but in which many other brothers contribute toward your recruitment goal.

Myth: It costs a lot of money to recruit.

Truth: If you are effective at leveraging your personal networks and hosting creative events, your recruitment actually costs little money. There are plenty of things you can do around campus that are free and that will allow you to evaluate these potential members and teach them about your chapter.

Myth: Recruitment is a short period of time.

Truth: Formal recruitment, or the former concept of rush, may last only a week, but recruitment lasts 52 weeks out of the year. Top chapters recruit continuously and look for high-quality men who have not joined a fraternity. Then, they invite those men to events that the chapter is already hosting.

HELLO
my name is

Selling the True Gentleman Experience

During this year's John O. Moseley Leadership School, many brothers asked how they could sell the True Gentleman Experience to potential members. But we've also found that the TGE sells itself when a few points are conveyed:

No Hazing:

Initiation takes place within 96 hours of accepting a bid. Our process does not include anything dangerous, degrading or detrimental to one's self-esteem, outside interests or academic pursuits.

Continuous Education:

Our brothers receive education that matches their needs as they progress through college one year to the next. We challenge our members at each stage of their academic career to teach them to be better men.

HELLO
my name is

Handling Common Objections

Sometimes potential new members want to join a fraternity but have concerns. Here are the most common objections potential members have and tips on how your members can effectively address them:

"I don't have the time."

"The great thing about a fraternity is that membership will teach you exceptional time-management skills and that you should have plenty of time for school work, other organizations or activities and a social life."

"I don't have the money"

"Money is a huge concern in college. I know joining a fraternity is probably an unexpected expense, but our treasurer can work out a payment plan with you."

WARNING: If someone truly cannot afford your chapter's dues, be careful what you promise. The surest way to jeopardize the bank account is to give false promise to members whose financial situations are challenging.

"My parents won't let me."

"Many parents are concerned about fraternities because of what they hear in the news and in pop culture. Would it help if our chapter president gave your parents a call and answered their concerns?"

"I'm concerned about hazing."

"Our member-education program, the True Gentleman Experience, specifically calls for zero tolerance for hazing. All men who accept a bid become initiated members within 96 hours and do not have to go through a pledge program or other ordeal that puts their health and safety in jeopardy."

HELLO
my name is

Social-Media Tips

Your social-media activity as a chapter alone won't deliver great new members. However, it does help create awareness for your product and brand and highlights all of the great things you are doing. Here are a few quick tips to make sure your social-media accounts are impressing potential new members:

Maintain regular content.

Strike a great balance between posting too infrequently and posting too much. For example, three times a week is perfectly fine. And consider using a tool like HootSuite that allows you to schedule your posts in advance.

Demonstrate the value you provide.

Many chapters make men even better men, host great events and have a positive impact on the community. However, quite a few don't do a good enough job sharing those attributes with the public.

Promote others.

In addition to sharing everything you have going on, make sure to promote the events and activities of other student organizations and chapters on campus. This small gesture goes a long way to show you care about your community and don't need to stoop to the level of badmouthing any potential competition.

Focus on your target market.

Remember that the most important target for your social-media efforts are potential members, so publish content that they would find interesting or engaging, and highlight the great things you do.

HELLO
my name is

Top 5 Reasons Why Chapters Fail at Recruitment

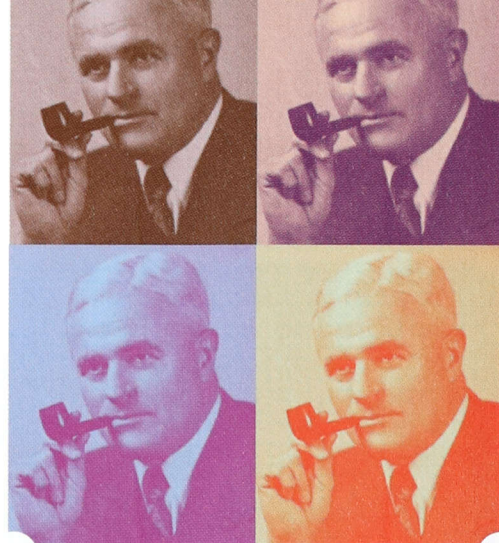
Laziness: It's tough to get the results if you don't put in the work.

Relying on One Person: It's difficult, if not impossible, for one member to recruit the ideal quantity and quality of men on his own.

Lack of Product Value: Top potential new members don't like what you are selling.

Lack of Organization: By not tracking who you are recruiting and who is cultivating the relationship with them, you're making it more difficult to get them to join.

Lack of Product Knowledge: Your members don't have clarity on what you are selling or how your product can help them personally.



THE GENTLEMAN'S SELL

BY JOHN O. MOSELEY,

LEADERSHIP SCHOOL FOUNDER

IF I SHOULD SET ABOUT TO SELL MY FRATERNITY to someone whose friendship I cherished and wanted to keep forever, I would start with the story of Noble Leslie DeVotie and his group of intimate friends at Tuscaloosa, Alabama. I would interpret their philosophy of fraternity, their determination that the particular fraternity they were establishing was to be a man-making organization and their hope, evidenced by the name and symbols they chose, that it would be an everlasting and beneficent influence in the lives of succeeding generations of college men. In other words, their Σ AE was to be eternal, dynamic and humanistic.

Eternal

Then I would turn to the material aspects of Σ AE and trace its rise to leadership from the auspicious beginning to its present position in the Greek-letter world. I would start with my own chapter, or the chapter in which my friend has an interest, and give a true picture of its position on campus. I would be prepared to answer questions about its undergraduate members, its alumni, its social reputation, scholarship and financial standing.

Dynamic

Turning again to the national Fraternity, I would state frankly its policies and programs, its problems at the present and its plans for the future. I would picture it as a vehicle



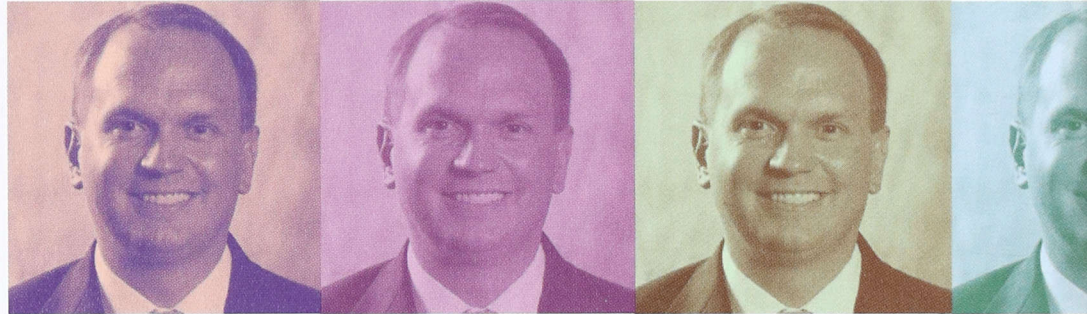
of culture and a social organization, which, supplementing the educational side of the college, has won a place of respect and confidence on the campus. Then I would spread before him the ledger of our Fraternity's national standing, indicating to him just what has been accomplished, and how, mentioning strength and weakness alike, and plotting a curve of upward progress. I would invite him to have a share in its glorious past and challenge him to take a part in leading it to an even more glorious future. And so in bidding my friend to my ΣAE, I would be offering him not only that which is precious to me personally, but also a great national fraternity of which he could be proud all the days of his life in any corner of the globe.

Humanistic

Then I would inform my brother-to-be in words simple and sincere what ΣAE had meant to me and to others whom I had known. I would call his attention to other members of our Fraternity known to him by name and some in his own community who had achieved success and found happiness in fraternity life. By its fruits a tree is judged and by its alumni a fraternity is rated. ΣAE points with pride to its alumni who have entered every phase of our national economy, most of them filling positions of responsible leadership and many of them distinguished for the quality of their service. Of far greater significance is chapter adherence to its ideals in private life; and lasting service to it after college days. The fact that thousands of ΣAE alumni continue to contribute time, money and devotion to their fraternity is unassailable evidence that ΣAE did something for them at the right time. There are active associations and interested groups of alumni located in practically every town and city in the United States offering fraternal friendship, fellowship and service to every loyal son of Minerva.

BE THE ONE (FOR SOMEONE ELSE)

BY M. TODD BUCHANAN, PAST EMINENT SUPREME ARCHON



AS WE TALK ABOUT RECRUITMENT, here's a story I want you to know. I didn't go through rush at Southern Miss in the fall of 1985. My parents had fallen on hard times, and I was just trying to figure out how to make it through one semester financially. A few weeks into college, I ran across someone from my hometown by the name of Joe Clarke. He recently had graduated and was in town visiting his girlfriend. He asked me, "What fraternity did you join?" Joe, if anyone, should have known I couldn't join a fraternity. His dad was the president of the local bank that had foreclosed on our home a year earlier. He and I had a long conversation that night about how Sigma Alpha Epsilon had changed his life. He also told me that he understood my financial situation, yet maintained that "there had to be a way for me to be an ΣAE."

Well, Joe ultimately made sure I became a brother. He slid a check under my dorm-room door in mid-September 1985. The check was made payable to Sigma Alpha Epsilon on behalf of Todd Buchanan for my pledge fee, first-semester dues and initiation fee. He also included a handwritten note that read: "As good as ΣAE will be for you, YOU will be great for ΣAE."

When I think about the fact that all my best friends are brothers in Sigma Alpha Epsilon, that I got my job because of ΣAE and that, ultimately, I served as the Eminent Supreme Archon and national president of our Fraternity, I can't help but reflect on what Joe Clarke did in the fall of 1985 to make my membership possible for me. He was the one brother who understood ΣAE is really only as good as the brothers we bring in to it. He was the one who understood that all brothers have a responsibility to perpetuate the vision of our Founding Fathers and replace themselves with great brothers. I espoused an important message, based on Joe Clarke "being the one," during

my administration with a message known as Be the One because, to me, nothing is more important than recruitment.

I urge you to ask yourself this question: Who in the chapter would point to me and say, "He is the reason I'm an ΣAE"? If you can't point to anybody, what are you waiting for and why? If you're that brother, I encourage you to Be the One to make a difference in someone's life like someone made a difference in yours. Be a "Joe Clarke" and find a prospective gentleman who

AS GOOD AS ΣAE WILL BE FOR YOU,
YOU WILL BE GREAT FOR ΣAE.

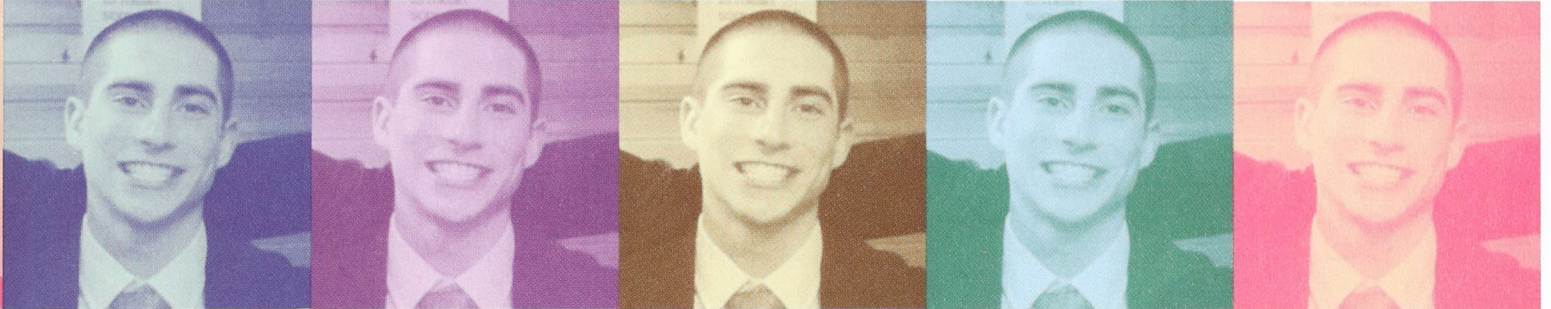
would be a great brother but needs someone to help him a little.

I have a lot of great memories about Sigma Alpha Epsilon — many of which stem well beyond my collegiate years and into my alumni experience — but, still to this day at age 47, there is nothing I enjoy more in the Fraternity than recruiting young men to join ΣAE. Jackson Kilcoyne at the University of Florida and Jonathan Thomas at Ole Miss are both freshmen brothers who continue to pass the legacy that Joe Clarke started with me in 1985.

Brothers, if there is no other inspiration I can provide you for recruitment, let it be my story and the power that one brother can make.

THE SEASON THAT'S ALWAYS IN SEASON

BY ADAM BECKERLEG, COORDINATOR OF EXTENSION



WHILE SEASONS MAY COME AND GO, there is no question that recruitment season is a 365-day job. In fact, fraternity recruitment is perhaps the most crucial part of every chapter, a deciding factor that makes or breaks your chapter or colony. While the process differs from school to school, the truth is that recruitment is not an exact science. There's not one universal method that will work for every group. But I have found there are certain tactics that can help you reach those high-number goals that you set at the beginning of every semester.

The easiest and least painful tactic of them all is simple: recruit your friends. So many groups try hard to brew up extravagant and complex ideas on how to recruit men on campus when the easiest men to persuade are right in front of their faces. Recruiting your friends is so simple for so many reasons. You already know them and know if they will be the right fit for the Fraternity. When recruiting your friends, you don't need to go through the extensive background checks since, chances are, you already know what makes them tick. While it's important to get out there and attract diversity to your membership, it's also important to recruit and select guys who you know will gel with the rest of the group. Plain and simple, recruiting your friends not only results in the numbers you are looking for but also sets up your chapter or colony for further success since you are surrounding yourself with people with whom you get along.

Another important tactic that I have used over the years is building relationships with the men before you hard sell on the Fraternity. While the prospect may be interested in Sigma Alpha Epsilon, he is also a human who wants to join a group in which he feels comfortable. Whenever I talk to a potential member, I always break the ice and build up a comfort zone before I even

start talking about the Fraternity. For example, find out where the prospective member is from and some of his interests. I tend to bring up the sports team(s) from his hometown area or mention towns or cities near his hometown that I know. Even though it's a harmless conversation, you are showing the prospect that you care about his background and have mutual interests. The more comfortable you make a prospective member feel, the better chances you have to seal the deal when he signs a bid.

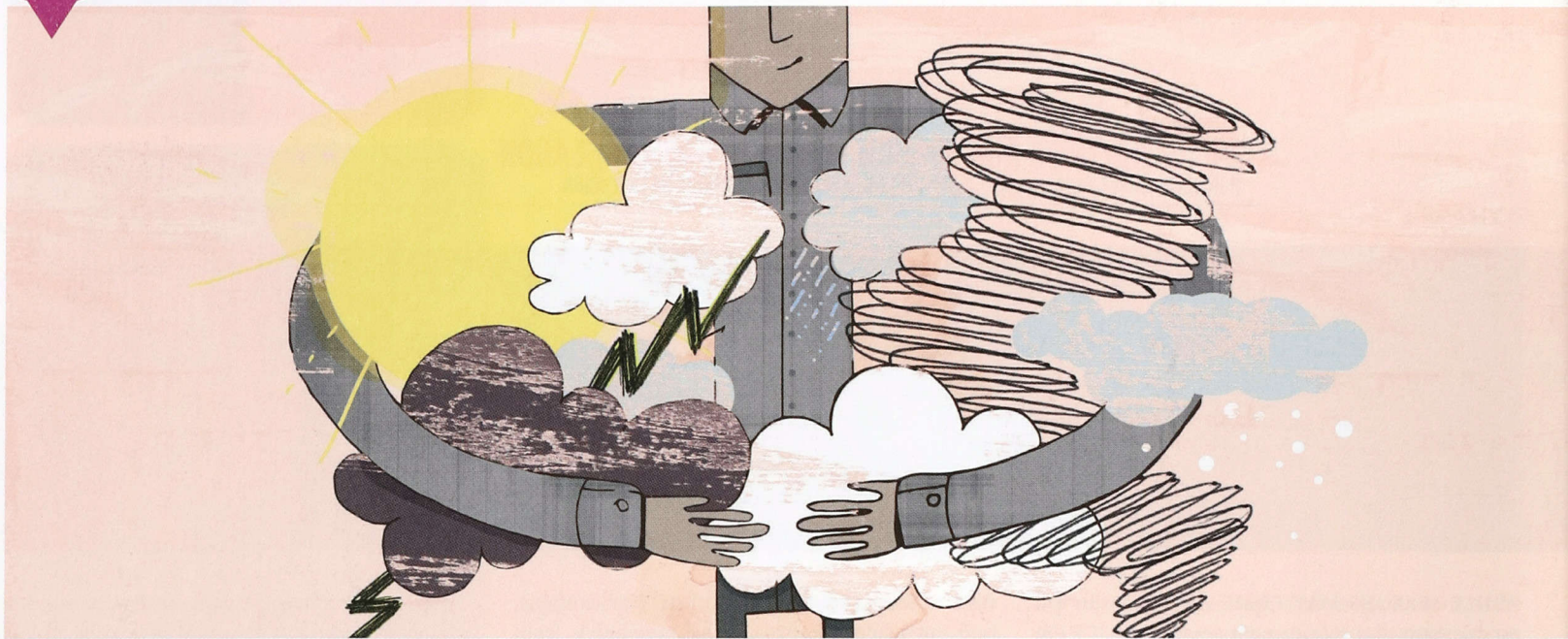
While these concepts have helped me personally in the past, none of them would be possible unless your members are holding each other accountable. When it comes to recruitment, every single brother in the group needs to be involved. It's not fair to put all of the pressure on the Recruitment Chairman and his committee because, at the end of the day, recruitment is not just his or their job. Recruitment is every single member's job. I repeat, when you sign up for a fraternity, you are also signing up to help recruit the future members. When

WHEN IT COMES TO RECRUITMENT, EVERY SINGLE BROTHER IN THE GROUP NEEDS TO BE INVOLVED ... AT THE END OF THE DAY, RECRUITMENT IS NOT JUST HIS OR THEIR JOB.

RECRUITMENT IS EVERY SINGLE MEMBER'S JOB.

In terms of marketing your brand on campus, there are a lot of techniques that are successful more often than not. Speaking in front of student-leadership organizations is always a great idea because it exposes your brand to some of the brightest students on campus and puts you in contact with men who have shown that they enjoy being involved in student organizations. In addition, wearing your letters as often as possible is important. Lecture halls, dining halls and dormitories are buildings full of younger students. If you bring out your letters in packed areas, chances are that some of these men will grab the bait. In today's day and age, it's crucial that your group is familiar with social-media platforms. The more you talk about and promote your chapter or colony on these outlets, the more awareness you will raise for Sigma Alpha Epsilon. And of course, simple recruitment tactics such as mass e-mails and information tables may put you in contact firsthand with students on campus.

I was Recruitment Chairman, I preached the "one man minimum per member" rule. Basically, every single man in the group was required to find at least one prospective member. If you follow that rule of thumb, you will find that each brother is participating and putting your chapter or colony in a position to double your numbers as long as the prospective men are true gentlemen. Make no mistake, recruitment lies on the entire Fraternity as a process that never sleeps. If you want to be the best, there is never time for rest. Always keep an eye out for prospective members and recruit like a champion! **END**



WEATHER-FRIENDLY

BY BRANDON E. WEGHORST,
ASSOCIATE EXECUTIVE DIRECTOR

You know those people who wish it were sunny and 70 degrees every day, who would be perfectly fine never to see another raindrop or snowflake? Yeah, well I'm not one of them. I

love weather and always have — going way back to when I was only ten years old. Back then, I was scared to death of storms. These days, it's a different story. I'd happily pay to go tornado-chasing. Truth is, I'm a weather geek. How many people can say they go to National Weather Service websites to check climate data? When my co-worker found a bunch of sheets with a table of numbers, he knew instantly to put them back on my desk. They were printouts of the last fall's daily weather in Pittsburgh, my hometown. Amusingly ridiculous. But I love seasons and the different weather that Mother Nature brings, the kind of stuff that she dishes out to remind humans they are mortal.

My colleagues and friends are thinking, "Oh, God, here he goes again," as they roll their eyes and make fun of me for being obsessed with weather. I seem to gain energy when it's raining buckets or when it's snowing at the rate of two inches an hour or when the fog is so thick, you can't see your hand in front of your face. I like the cool, crisp air that fall brings, the kind of weather that turns green leaves into shades of orange, yellow and red and that enhances the smell of a campfire. I like when it's so cold outside that I can feel my nose hairs freeze when I inhale. I like the blanket of snow that conceals everything that's dead and puts me in the mood for Christmas. And, okay, I even enjoy some of those nice, sunny days when you can roll down

the car windows and rely on nature to be your air conditioning.

Sure, I realize the misery weather can cause. Billions in damage. Homes torn to shreds. Lives turned upside-down and populations displaced. No, that's not the kind of weather that excites me. But do those things make me marvel at how we have little to no control over the forces that the sky flings upon us? Absolutely.

Call me old-school. I miss the original Weather Channel — the one that used to show, you know, the *weather* instead of all this reality-series crap and TV personalities who actually have meteorological degrees or certification. I've been there, too, and had my share of experiences. Many of them came from my time as a TV reporter. I originally wanted to be a meteorologist but found out I'm too dumb at math and science. So I was paid to be that idiot you see out there in the field — forced by an insane news director — to hype the weather: "As you can tell, it's thundersnowing so hard, you can't even see me." Mind you, that news director isn't the one getting buried by a snowplow or nearly struck by lightning. In fact, I never understood the force of water or flash flooding until our coverage area received 11 inches of rain in one day. And I never noticed how many mobile homes were located on flood plains, too, incidentally.

I realized on a recent trip to the desert that I couldn't live in place where the sun is shining day in and day out. No change in weather. No extreme temperature variations. That kind of place would drive me nuts because I'd feel like I'm living the same day over and over. I like to be reminded of what happens when you can't wait for the car heater to warm up, to be blinded by so much white that I can't see the road ahead or to hear the rain

pounding on the windows. I'm perfectly fine with normal.

Why am I ranting about the weather? Because it fascinates me how crazy those forces can be. And I wonder if we are responsible in some way for how unpredictable they can be. Don't worry, this is not some liberal, political, save-the-Arctic-ice persuasive crap. But whether or not you believe in climate change, you have to admit the patterns have been screwy when there's a heat warning in San Diego, floods in Phoenix and a frost warning in Chicago — all in the month of September. Maybe it's just a natural cycle in the billions of years the Earth has been around. Yet my stress level increases when I hear terms like "above average," "unseasonably," "global warming" and "drought." I get depressed if it's 70 degrees in December or if the jetstream retreats way up into Canada.

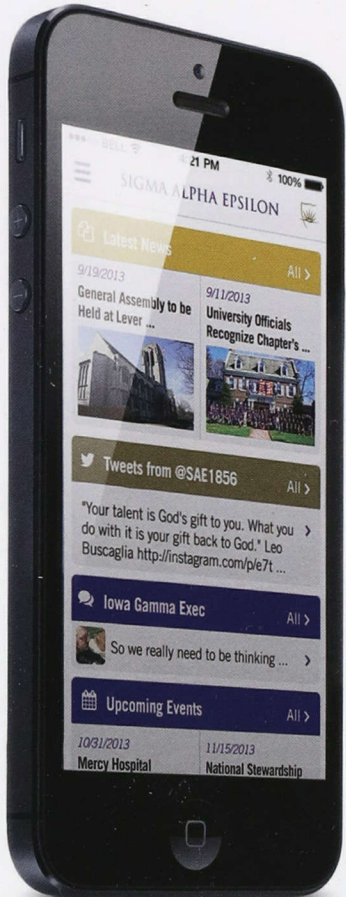
Do I think about the weather more than most people? You bet. Maybe I missed my calling in life to work for the National Weather Service or NOAA. But in the meantime, I'll wake up every day and pay great attention to what the sky is doing. So please excuse me while I geek out on arctic oscillation, not to be confused with any polar vortex. **END**

EXIT
STRATEGY



This photo, circa 1947, shows Miss Mabel Otting, secretary to Alfred K. Nippert (Cincinnati 1894) conducting research on artifacts in the ΣΑΕ Museum for an upcoming book on the Levere Memorial Temple history.

Nippert secured the stone for the archives around 1938 during a trip to Germany. The stone, from Andernach Castle, is a c. 1000 A. D. granite projectile that would be lobbed onto attacking armies by castle defenders. As you may recall from our history, the castle had been the site of the Lloyd Brown's (Wisconsin 1921) initiation while he was overseas with the Allied Army of Occupation in 1919.



we're mobile.

Never before has it been easier for you to stay connected with your fellow brothers. Sigma Alpha Epsilon is excited to introduce SAE Mobile; a new communication tool that will help bring the Fraternal experience directly to your iPhone.

Learn more at sae.net/app

