

## Special Campaign Issue!

This edition of the *Alpha Delta Data* is intended to educate you about the long-term needs of our fraternity and our plans to fulfill them. Stay tuned for a personalized follow up with information on how you can help our very worthy cause.



# Alpha Delta DATA

Alpha Delta Chapter of Chi Phi at Penn State • [www.chiphi-psu.org](http://www.chiphi-psu.org) • November 2008

## ALUMNI REPORT

### NAMED GIVING OPPORTUNITIES

**Chapter House**  
\$500,000 + (1)

**Large Clubroom**  
\$250,000 + (1)

**Small Clubroom**  
\$250,000 + (1)

**Library**  
\$100,000 + (1)

**Bar/Party Room**  
\$100,000 + (1)

**Veranda**  
\$100,000 + (1)

**Chapter Room**  
\$50,000 + (1)

**House Father Suite**  
\$ 50,000 + (1)

**Individual Rooms**  
\$25,000 + (10)

By making a commitment to the capital campaign at one of these levels you can have the corresponding room named for you and your family. Visit [chiphi-psu.org](http://chiphi-psu.org) for complete list of opportunities.

### ON THE WEB

#### Register today on our alumni web site!

1. Go to [www.chiphi-psu.org](http://www.chiphi-psu.org).
2. Click on 'First Time Login'.
3. Enter your last name.
4. Select your record.
5. Enter your Member ID (found above your address on this newsletter).

*These steps are required only for first-time login. Registered users will be provided with a username and password for future logins.*

## The Chi Phi Alpha Delta House is Closed

**Help Us Re-Open the House by 2010 by Joining our Foundation for the Kingdom Campaign to Raise \$2.25 Million**

**By Bob Martin '87**  
[rpm163@psu.edu](mailto:rpm163@psu.edu)

*This edition of the Alpha Delta Data is the most important we have ever published. The actions of our alumni will determine the fate of our fraternity at Penn State.*

A determined group of 25+ alumni have been volunteering time and effort to save the Chi Phi Alpha Delta Chapter at Penn State. The good news is that this is a much larger group of volunteers than we've ever had. This is typical of our fraternity - brothers come to the rescue when hard times befall us. Unfortunately, to save Chi Phi Alpha Delta from extinction, we need a concerted effort from the majority of our brothers from each and every decade.

We closed the house as of May 15, 2008. It's the first time since 1932 the house has been vacant during a school year. Since the borough mandated a sprinkler system to be installed by September 30, 2008, we could not allow active members to live in the house. The bottom line: if this campaign succeeds, the house will reopen in the fall of 2010; otherwise, the house – and our access to it – will be closed forever.

We started our campaign to save the house over three years ago. Over that time, we have developed a comprehensive business plan to allow Chi Phi to thrive at Penn State into the next century. To see the full plan, go to [www.chiphi-psu.org](http://www.chiphi-psu.org). This plan addresses multiple aspects of the brotherhood such as house renovation, on-going maintenance fund, "re-engineering" the brotherhood, recruitment of members, a live-in house mother, etc. But, integral to this overall strategic plan is our fundraising campaign. For more details on house finances and the adoption of a Limited Liability Company (LLC), see Mike Antonietti's article on page 2.



*Will the Alpha Delta house reopen in 2010?  
You hold the key to the answer!*

Our business plan requires us to raise \$2.25 million. The good news is that we have a strong starting point thanks to key alumni that emphatically believe in our plan. As of October 31, 2008, we have received written pledges in the amount of \$543,000. We've raised these pledges in the "quiet phase" of our campaign through the generosity of just 62 of our 962 active alumni members. Four key alumni have led the way with major commitments to the campaign as of this time: **Dave Brockway '77**, **Bill Marsh '77** and **John Meyer '78** have each made pledges of \$100,000. **Andy Schultz Sr. '60** has pledged a major gift of \$50,000.

The tireless effort of the 25+ alumni has been an amazing testament to what Chi Phi has meant to each and every one of us. Now we are counting on you—EVERYONE! With 6% of our alumni base contributing to date, we are now moving to the "public phase" of our capital campaign. To successfully complete our mission, we need help from all of our alumni.

We recognize that these are difficult times economically, and understand that this need could not be coming at a more inopportune time. We would love to change

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# CAPITAL CAMPAIGN FINANCE COMMITTEE

## It's Now or Never

### ***Ninety-Eight Percent of Alpha Delta Alumni Favor Renovating our Existing House to Remain Competitive with Alternate PSU Living Options***

**By Mike Antonietti '90**  
mnpa1@comcast.net

For the first time in 76 years, our house is closed. As the Finance Committee looked at what was involved to complete the borough-mandated addition of sprinklers, we realized that significant cosmetic and potential structural repairs were needed to complete the installation. It is our belief that it would be much more cost effective to repair or replace aging systems while walls are "open." This would include such items as water and drainage pipes, heater feed and return piping, and upgrades of electrical and safety systems, including wiring for fire alarms and cable to support computer, phone and TV capability. These refurbishments would allow Chi Phi to be on par with other off-campus or dormitory living options.

We surveyed 49 alumni who had graduated from 1937 to 1999, on the best options regarding the future of Chi Phi. The findings showed that 98% favored renovating the existing chapter house while also establishing a maintenance fund to guarantee the preservation of the house. We developed a plan to do just that.

Estimates indicate that it will cost \$2.25 million to gut and refurbish the house as well as establish a self-sustaining maintenance fund of \$500,000. The committee feels that this is the best option to "do the job right" while avoiding ongoing solicitations to support continued "Band-Aid" approaches.

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We have explored many options to achieve our objective. These included reaching out to "This Old House," setting up a tax-deductible 501c3 organization, and

channeling donations through Chi Phi National and/or the University to allow for matching gifts, but ultimately none of these options were deemed viable.

We are in the process of setting up a Limited Liability Company (LLC) which is intended to provide ownership shares in return for cash donations, while providing a framework to allow for cost recovery of donations if we are forced to liquidate the house due to inadequate campaign funding and/or the inability to complete the renovation. A detailed operating agreement needs to be drafted to address issues such as reporting and operating structures, transferring rights of ownership shares, and survivorship. Although this is not a money-making endeavor, we feel that this is the best way to protect everyone's interest.

As the house is not currently occupied, there is no rental income. As such, time is of the essence. Without your financial support, we will ultimately reach a point where selling the house may be our only option. We realize the timing could not be worse, but it is now or never.

## CAMPAIGN UPDATE

### Moving Ahead...Together

#### ***Lead Gifts Kick Off Campaign with \$350,000; Your Help Needed Now to Protect Our Investment in Chi Phi at Penn State***

Where are you in your life? Just graduated? Started a family? Have kids in college? Empty nester? Retired? Each of us is at a different stage of our life and has taken a different path to get there. We all have different interests, different abilities, different financial situations, and different life stories. However, regardless of where we are or where we have been, we all share a common bond of brotherhood that was born at 360 East Hamilton. Our memories and friendships made during our time at the Kingdom are not at risk if our house is lost, but we will all lose something significant if we just let the house die. Most importantly, we will not be able to offer the opportunity for future young men to share the same experience as us and to develop lifelong friends. The older we get, the more we realize it is not about us, but rather it is

about them. How do we give back so that future generations can benefit?

There is a shakeout in the fraternity system now, just like in the financial markets. A lot of fraternities will go up in smoke; however, a lot will flourish and grow. We are already seeing it. Beta raised \$6 million, Sigma Chi \$2 million, and Phi Psi \$2 million. Do you remember these fraternities? Are we going to let them kick our butts? No way! We are convinced that we can raise \$2.25 million if you fully understand this campaign. It is all encompassing. It is all or nothing. It will protect our investment. There have been hours and hours of work in developing this plan by a number of dedicated brothers. We need to support their efforts.

We believe in the future of Chi Phi at Penn

State, and we believe in this campaign. The four of us have pledged a total of \$350,000 to give this campaign a good start. But we can't do this alone. We need all of your help in achieving our goal. We need pledges from everyone and they need to be significant: \$1,000, \$5,000, \$25,000, \$100,000 or a million or more. We have brothers that can write a check for any of these amounts, and we are calling on them to step up and help.

This is our last chance. Please join us in reaching for the brass ring and preserving Chi Phi at Penn State.

Faternally,

**Dave Brockway '77, Bill Marsh '77,  
John Meyer '78, and Andy Schultz '60**

## CAPITAL CAMPAIGN HONOR ROLL

Thank you to the following alumni for making pledges totaling \$543,000 as of October 31. Add your name to the list and help us reach our \$2.25 million goal by making a pledge online at [www.chiphi-psu.org](http://www.chiphi-psu.org).

### **The Order of the Chakett Society (\$500,000+)**

TBD

### **The Scarlet & Blue Society (\$250,000-\$499,999)**

TBD

### **The Distinguished Alumni Society (\$100,000-\$249,999)**

David Brockway 1977  
William Marsh Jr. 1977  
John Meyer Jr. 1978

### **The Leadership Society (\$50,000-\$99,999)**

Andrew Schultz Sr. 1960

### **The Kingdom Society (\$25,000-\$49,999)**

TBD

### **The Alpha Delta Society (\$10,000-\$24,999)**

Allan R. Larson 1960  
Frank Cook Jr. 1972  
Paul Cinquegrane 1990

Thomas Kennington 1990  
Richard Konzmann 1990  
Jonathan Knipe 1993  
Spencer Matusky 2002

### **Order of the Alumni Society (\$5,000-\$9,999)**

C. Henry Barner 1961  
Ed Spangler 1977  
Martin Shoup 1985  
Gordon Brown 1987  
Robert Martin 1987  
Gary Bradford 1988  
James Curcio 1988  
Michael Antonietti 1990  
Jeffrey Swartz 1990  
Eric Cerniglia 1991  
Jeffrey Mercando 1992  
Eric Oberfield 1992  
Chad Levant 1995  
Matthew Kriebel 2004  
Ryan Buff 2005  
Anonymous

### **Order of the Brotherhood (\$2,500-\$4,999)**

Richard Flynn 1967  
Arthur Hoecker Jr. 1972  
D. Scott Hallman 1987  
Douglas Muhl 1987  
Jon Hopkins 1989  
Bryan Gleaves 2009  
Taner Gokce 2009  
Jolin Heins 2009

### **Chi Phi Supporter (\$1,000-\$2,499)**

John Pursley 1941  
James Jones 1952  
Richard Headlee 1955  
Duane Junker 1963  
Richard Krouse 1963  
Thomas Thomas Jr. 1967  
Robert DiBella 1977  
Daniel Vogel 1984  
Walter Kuhns 1988  
Vance Moss 1994

Vincent Moss 1994  
Brandon Paull 2006  
Jacob Chernansky 2008  
Justin Olsen 2008  
Kevin Rosenbaum 2009  
Matt Gannon 2009  
Timothy Wikert 2009  
Jeff Paules 2010

### **Donors (Up to \$999)**

Richard McCartney 1952  
Eric Balboni 2006  
Adam Hiner 2007  
Nick Kurjiaka 2007  
Matthew Schulman 2007  
Joseph Franck 2008  
Jon Krause 2008  
Zachary DeWalt 2009  
Sean Causgrove 2010

## ALUMNI REPORT CONT.

our timing, but are not able. Thankfully, our alumni have been very receptive to our business plan and capital campaign. After you read our plan, we feel confident that you will feel our passion and give generously. If Chi Phi played an important role in making you the man you are today, then we need your support. If you can attribute friendships in your life to your days at Chi Phi, then we need your support. If you want to pay forward the same opportunities to other men, then we need your support.

Our plan is to ask every active alumnus member of our fraternity – including YOU – to make a pledge commitment within the next nine months. Pledges can be paid over a three-year period. Please review the pledge levels on the Honor Roll above to consider your most generous giving level.

**Our leadership has agreed that this is an “all-or-nothing proposition.” We will move forward with our renovations and the plan to change the culture of the brotherhood only if we can meet or**

**exceed our goal of \$2.25 million. If we do not meet or exceed our goal, we will begin the process of seeking a buyer for our home and return funds to each donor. If that scenario occurs, Chi Phi will no longer exist at Penn State.**

It’s an aggressive, but necessary plan. A short-term “Band-Aid” approach is not an option. Join us now in transforming Chi Phi Alpha Delta to excellence!

## CALL FOR VOLUNTEERS

### **“It is What Happened at 360 E. Hamilton that Shaped My Life”**

#### **How Did Chi Phi Influence YOU? Consider Volunteering in Honor of Your Experience**

**By Gary Bradford '88**

Before you turn the page, ask yourself a few questions: Who am I? How did I get here? What do I cherish most?

When I answered these questions and traced them back to their true origins, two words were common to all: Chi Phi.

Aside from my parents and the moral code that they instilled in me, the time that I spent as an active Chi Phi have truly defined who I am and what I am most grateful for.

The Kingdom was a place for great times and

place that tested our resolve. As pledges, we pulled together in times of trial. As brothers we lived together and carried out the traditions that defined us as young men. We kept them sacred and secret to all those on the outside.

The name Chi Phi means nothing without the Kingdom that stands on the ground. For it is what happened at 360 E. Hamilton that shaped my life and all that I consider important. That’s the reason I volunteer for the Alpha Delta Chapter.

The tradition must continue. Please step up

and volunteer your time as we preserve the Kingdom. Contact me at (215) 880-9516 or [gary.bradford@nmfn.com](mailto:gary.bradford@nmfn.com) for more information.

I am overseeing Era Captains to serve as points of contact for each 5-year graduating class. I am also seeking Class Agents to represent every graduating year within each 5-year period. The Era Captains and Class Agents will assist in soliciting brothers from every era or graduating class. It will take an army of brothers to achieve our goal!

## Giving Back: Successful Businessman John Meyer '78 Doubles as a Penn State and Chi Phi Supporter

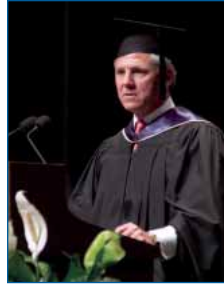
**John Meyer '78** has had unusual success in the 30 years since graduation.

He spent his first four years in the USAF, joining as a second lieutenant and becoming the missile launch officer in Missouri - the "finger on the button" guy. During this period he also received an MBA in Quantitative Methods from the University of Missouri. Then John joined a paramilitary organization owned by Ross Perot called EDS and entered the technology business.

After 20 years and seven moves, John was running European operations of more than \$7 billion in revenue. Then he joined Lucent Technologies and took over Carly Fiorina's role after she moved to HP and grew the Service Business in 39 countries to \$6.4 billion.

This February, John became CEO and President of Acxiom (ACXM) based in Little Rock, a \$1.4 billion world leader in Direct to Consumer Marketing Services. Acxiom helps Fortune 500 companies worldwide better target prospects and retain customers through direct mail, email (not spam), text messages, and interactive TV.

John has two boys at Penn State and a daughter who is a senior in high school. His boys play rugby and his daughter runs track so he



spends a lot of time on the sidelines cheering them on. He and his family also enjoy skiing near their ski lodge in Beavercreek, CO and he spends at least one ski day a year with **Jon Schulz '79** who lives in Denver.

He finds his greatest reward is a wonderful family and wife, who he gives credit to for "raising some good kids." He also gives back to PSU by chairing the Advisory Board at the College of Information Sciences and Technology and has endowed a Trustee Scholarship fund to help students.

His biggest accomplishment? John says, "Hopefully, I have not achieved it yet, but I value motivating people and creating companies that can support people's livelihoods." He says, "Business is sports for adults." He was also pleased to be the commencement speaker at Penn State two springs ago.

His best memory of Chi Phi is his pledge class and the time in the House. "I had my highest grades the junior year I pledged. Eight of

my pledge brothers were pre-med and I finally learned how to study. Chi Phi exposed me to opportunities for leadership and to interact with a caliber of men that has given me the social skills to operate in any situation. I am still proud to say the bar I built downstairs is still standing and operational after 30 years."

He reports that "All the brothers have been a source of good memories, particularly Schutzie, Ringlemann, Jay Van der Stelt, Wolfman, Pimpy (**Dave Lohr '79**), and Landy."

John says he should have earned a technical degree first which "would have opened up so many more options." Both his boys are in engineering programs.

To current Chi Phis, he recommends finding something you like "because working hard is easy when it's not work!"

John wants to help bring the Alpha Delta Chapter back to life because "I have been fortunate and Chi Phi contributed to that success. It's all about giving back. My wife and I want more people to have those types of opportunities."

If our capital campaign succeeds, the house will reopen in the fall of 2010; otherwise, the house and our access to it - will be closed forever. See inside for how you can get involved.



*The Alpha Delta House is Closed...  
Will You Help Us to Reopen It?  
See Page 1 for the Story...*

**Special Campaign Issue!**

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