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# Beta Sig *NEWS*



Spring 2011

## ALUMNI REPORT

### Founders' Award Dinner 2011: Let's Honor Our Brothers

*Join Us in Celebration on May 19*

*By Ron Gorodesky '79; ron@ras2000.com*

**2011 Founders' Award Dinner**  
May 19

**Beta Sig Homecoming**  
September 23-25

**Penn State Homecoming**  
October 15

## UPCOMING EVENTS

### 2011 Nittany Lion Football Schedule

<b>Sept. 3</b>	<b>Indiana State</b>
<b>Sept. 10</b>	<b>Alabama</b>
Sept. 17	at Temple
<b>Sept. 24</b>	<b>Eastern Michigan</b>
Oct. 1	at Indiana
<b>Oct. 8</b>	<b>Iowa</b>
<b>Oct. 15</b>	<b>Purdue*</b>
Oct. 22	at Northwestern
<b>Oct. 29</b>	<b>Illinois</b>
Nov. 5	OPEN
<b>Nov. 12</b>	<b>Nebraska</b>
Nov. 19	at Ohio State
Nov. 26	at Wisconsin

\*Homecoming  
Home games are in **BOLD**

## IN MEMORY

We have recently learned of the deaths of the following brothers...

**Michael Hecker**  
**Herman Hirsh Jr. '37**  
**Harold Federman '43**  
**Allen Apter '46**  
**Robert Goldstein '48**

Perhaps the greatest honor that an Alumni President has is the presentation of the Founders' and David A. (Gimp) Lee awards at the annual Beta Alumni Association Founders' Dinner. This year's event will be held on Thursday, May 19 at Philadelphia Park.

The Founders' Award is the highest honor that Beta Sig bestows, and is given annually to a Brother for outstanding service to the fraternity. This year's recipient, **Scott Granoff '85**, is long overdue for this honor. Scott was Social Chairman while an undergrad and joined the Alumni Board shortly after graduation.



**Scott Granoff**

He served as Alumni Vice President for two years before becoming President from 2000-2003. Scott, as Alumni President, oversaw a very difficult time in Beta Sig's long history, and there is little doubt that without Scott, the House would no longer exist. Scott ran Homecoming several times, including 2010, which will serve as model for future Homecomings. Scott has worked at CCH/Wolters Kluwer, a publisher of Legal & Business Information, for 20 years. Scott resides in Villanova and has three children, Kaylie, Cassidy and Daltrey.

The David A. ("Gimp") Lee Brotherhood Award this year goes to **Alan Greenbaum '70** as the alum epitomizing what it means to be a Beta Sig. This award honors the memory of a Brother who encompassed all of the aspects of friendship and brotherhood. Alan "Baumus" was a leader at Beta Sig. He spent the next 40 years living in the Philadelphia area and serving particularly the Jewish community. Alan was involved in the sole and leather industry before going into the manufacturing of orthotics for thirty years. Alan is currently marketing

property and casualty insurance. Baumus and wife Andee have always been magnets for gathering of his fraternity brothers. Andee, also a PSU graduate, was one of the first "little sisters" of Beta Sig.

Alan served on the board for many years at Har Zion Temple, as well as its President from 2000-02. He and Andee have received honors from both Israel Bonds and United Synagogue for Conservative Jewry. Andee and Baumus have been married since 1970 and are blessed with two daughters Marni and Dana and their husbands Jon and Jordan who all reside in California.



**Alan Greenbaum**

***"Perhaps the greatest honor that an Alumni President has is the presentation of the Founders' and David A. (Gimp) Lee awards at the annual Beta Alumni Association Founders' Dinner."***

In addition to the Founder's Dinner, you should be planning to come to Homecoming this fall. Homecoming 2011 is September 23-25, and thanks to the great work of Homecoming Chairs **Kenny Dubin '86** and **Brad Stoltz '86**, features a rollback price of \$750 for room, tickets and events for two! A limited number of packages are available at this price! A registration form is enclosed in this newsletter, so register today!

## ALUMNI REPORT

### Beta Sig and Its Members are "Incredibly Significant in My Life"

By David Lipson '65

Written February 2011...

Last night my son Casey (Class of 2011) arrived from State College with five loads of wash. One load consisted of two blankets; one was red and black plaid (wool). My mother got me that blanket (actually two of them) in 1963 for S&H Green Stamps. Junior year in Room 10, **Zeke Marcovsky '66** and I used them as matching 'spreads.' I laughed for 20 minutes about the significance of two generations of Beta Sigs sleeping with the same blanket, albeit 47 years apart.

The blanket triggered my thoughts about

what Beta Sig actually means to me. I went through all of my Beta Sig sent and received emails for the last seven days and wrote down the telephone calls I had with Beta Sigs. A quick review included **Jeff Licht '81**, **Rob Eisman '79**, **Terry Hisey '79**, **Barry Gross '73**, **Spook Jacobson '65** (always XXX), **Bobby Dilsheimer '65** (also XXX), **Bob Courtland '65** (the famous Shoyer from the Foyer), **Rich Marks '80**, **Zach Asbury '11**, **Gene Chaiken '62**, **Barry Fireman '63**, **David Rosenberg '74**, **Jeff Eisenstat '70**, **Ron Gorodesky '79**, **Mark Goldberg**, **Mitchell Kaye '71** (and his wife Lyn), **Stuart**

**Snyder '70**, **David Richin '70** and Norman Greenbaum, father of **Alan Greenbaum '70**.

I had lunch last Sunday with a Beta Sig and am skiing with Beta Sig in two weeks; neither of them was in school when I was. I had my annual eye exam last week with the brother of a Beta Sig and the woman who checked me in has a son in Beta Sig now, **Ryan Gunn '13**.

I don't know about other Beta Sigs from different places and different graduation dates, but I washed an old blanket and concluded that the institution and its members are incredibly significant in my life.

## ALUMNI EVENTS

### Another Great Beta Sig Homecoming Celebration

By Scott Granoff '85

Beta Sigma Beta Homecoming 2010 was an amazing weekend for all. Festivities started Friday night at the house with an alumni reception. The Phillies were also playing, and the entire group of alumni,

undergrads, families and friends watched the game together. We were also joined by **Blair Thomas** for a meet and greet that evening.

Saturday at noon was the game against Illinois. Win or lose, one of my favorite parts of every Homecoming is being back at Beaver Stadium, sitting with members of our fraternity. Saturday night was concert night at the house. We all enjoyed the sweet sounds of Pure Cane Sugar and then the rocking State College bar band, Lowjack. Our highlight was when Lowjack played Dave Matthews' "Ants Marching" and almost every undergrad and alumnus was on the floor dancing together.

Sunday morning was another

brotherhood meeting followed by brunch outside our tent. I enjoyed running the weekend and appreciated the opportunity to meet new undergrads, some alumni I have never met, and the company of so many of my dear friends. Ironically, the only individual I can think of from the weekend who acted his age was **Blair Thomas**.

Thanks again **Kenny Dubin '86**, **Brad Stoltz '86**, and **Mark Halsman** for sponsoring the t-shirts. A big thanks to **Ron Gorodesky '74** and **Steve Witten** who made it very easy to run. I will definitely see you next year!

Find many more pictures from Homecoming 2010 in the Photo Albums at [www.betasigmabeta.com](http://www.betasigmabeta.com).



## FUNDRAISING

### Show Your Support in a New Way!

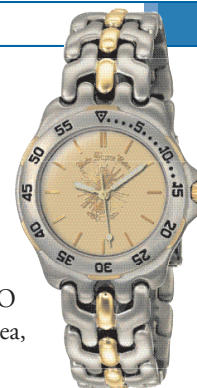
There are two new ways to show your support of our fraternity: **The Beta Sig Crest Watch** and new **Lifetime Dues** option.

The Crest Watch is a high quality timepiece available for just \$299. Or get

the new Crest Watch for free by paying Lifetime Dues of \$2490. Plus, Lifetime Members of the Beta Alumni Association will have their names engraved on a new brass plaque in our living room.

To purchase the Crest Watch or

Lifetime Dues, please send payment with the enclosed form to: Beta Sigma Beta, PO Box 7007, Albert Lea, MN 56007-8007.

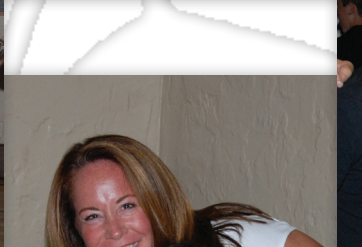
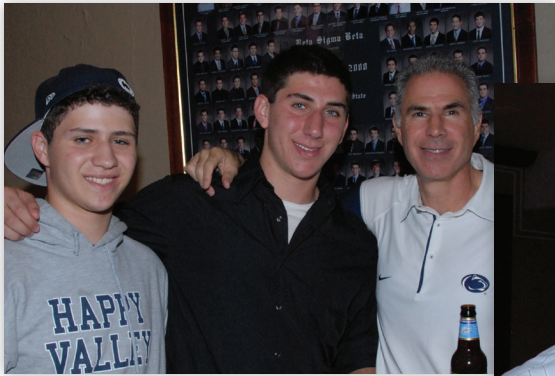






# HOMECOMING 2010

## Snapshots







# HOMECOMING 2010

## Snapshots

Continued





## The Path of Integrity

**Cory Steiner '86** was attracted to Beta Sig because of the common ground he felt with the other brothers during a time when he felt his values were developing in a positive direction.

### Pledging Beta Sig

"I pledged a little later than most guys, in my third year," Cory said. "It's a serious decision, choosing a group of like minded people to spend time with. Choosing the right fraternity



**Cory Steiner '86 with his family**

can make your college experience a lot better as your migrating to an adult set of values. The Beta Sig brothers and I had a lot in common. It was a group of guys I could really feel comfortable with who had a similar sense of humor and range of interests."

Cory had entered college studying engineering and decided to change his major to Economics in his third year, so he spent a total of three years with his Beta Sig brothers living in the house and enjoying the fellowship of the fraternity.

"Some people go into college with a preconceived notion of what they'll be good at and be interested in," Cory said. "I found that it was a great opportunity to learn and find out where my own strengths and weaknesses were. I think changing my major was an important step for me and being a Beta Sig brother helped me during the time I was making that decision."

### Values for a Lifetime

When asked if he had any advice for current brothers, Cory said he would wish to impart

to students the impact they can have on the world.

"The ideal thing would be to go into school with a sense of the real impact you can have and what you can accomplish from the very beginning," Cory said. "Most of us find that sense along the way in school, hopefully in time for graduation but it would be great to skip all that wasted time and get focused earlier on your values and your goals."

"And don't miss class if you can avoid it. It really sets you back," he added.

Cory explained at the bottom of the notepad he uses is a phrase he reflects on and tries to abide in his own life: *Integrity is a Path Where You will Never Get Lost.*

"What that means to me, is if you stick to the path of integrity you might not be the top guy for the short term, but over the long term you definitely will be, and I try to live by that," Cory said.

**Read the full profile at [www.betasigmabeta.com/bios](http://www.betasigmabeta.com/bios). You can reconnect with Cory at [corsteiner@aol.com](mailto:corsteiner@aol.com).**

## For Andrew Bryman '76, His Son is Also His Brother

**Andrew Bryman '76** is still attached to Beta Sig all the way from California.

He has recently been more involved with his fraternity after his son Nick came to Penn State as a freshman and pledged BSB.

"I always followed BSB via the Internet and wished I lived closer, so I could have been more involved," he said. "Now that Nick is a brother, it has brought back such great memories, and it has allowed me to have another bond with him, as we both share such a love for BSB."

Coming to Penn State football games in the fall makes him miss all of the great memories he had as a brother at BSB, he said.

"Having my son trek half-way across the country to go to school at PSU makes me realize what a special place Happy Valley is," he said. "When he sends me texts of how much he loves PSU and BSB, I could not be more proud, as I feel the same way."

Andrew said his greatest moment at the house was his actual acceptance into BSB. He

also remembers how one bad event created a bonding experience between the brothers.

A fire broke out in the room next to Andrew. Although he said the experience was negative, he and his brothers became closer after this event.

"To this day my BSB certificate is a reminder of the fire, as the edges are all charred," he said.

Andrew continued to be actively involved in BSB by running several fundraising events and also catering as an undergraduate.

He says being involved like this and being a part of BSB gave him a sense of companionship, friendship and family. He was able to take a lifelong understanding of community service and giving back by having joined BSB.

Graduating in 1976 with a degree in pre-law, Andrew moved to California to attend law school and is now a partner in his law firm in Calabasas. He has been married to his wife, Anka, since 1992, and they have twin

sons in college.

Andrew tells his sons that joining a fraternity will give them incredible friendships and will bond them for life. BSB is great in particular because of the person it shapes you to become.

"It instills in young men positive traits, including respect, humility, discretion and community service endeavors."

**Read the full profile at [www.betasigmabeta.com/profiles](http://www.betasigmabeta.com/profiles), and reconnect with Andrew at [ANDREWCERY@AOL.COM](mailto:ANDREWCERY@AOL.COM).**



**Andrew Bryman '76**

## The Fraternity (Crystal Ball)

*A poem by Scott Granoff '85*

You've got your problems now  
We've seen it all before  
Was just so many years ago  
We lived inside that door  
When it seems like it's impossible  
You'll figure it out yourselves  
Though we're only here in pictures now  
We've been watching from these shelves  
We're the ones that came before you  
You should answer to our call  
We are always here to help you  
You are in our crystal ball

The house belongs to all of us  
To reap its benefit  
The common bond that we all share  
Is to take good care of it  
It's the time to have your fun now  
While you're living on the edge  
We all give what we can now  
In the end we're still a pledge  
And the ones that came before us  
They still answer to our call  
For the common bands we all share  
We are in their crystal ball.

So be careful who comes next now  
Choose wisely for us all  
It will not be too much longer  
You will join us on this wall  
You will tell them from your pictures  
To be careful on their watch  
You will know that in the end now  
On the wall we're just a notch  
For the ones that come up after you  
They will answer to your call  
You will see their lives ahead of them  
They will be in your crystal ball

## REMEMBER WHEN?

### Beta Sig Brothers Share Their Best Fraternity Stories

"I have friendships that still exist today (for those of use that are still breathing). I celebrated my 64th wedding anniversary with my wife who took my BΣB pin in April 1946."

- Stanley Eisman '48

"My pledge class in the spring of 1947 consisted of several of us who had just returned from active duty with different branches of the service. One night we participated in a midnight treasure hunt. Our

pledge class found itself at 2:00 a.m. on the Penn State Golf Course, locating a clue to bring back a "live chicken."

As we headed up to the barns to locate a chicken, someone in our class had a brainstorm: Let's call the Fraternity House, tell them that we were arrested and are at the jail, west of Campus. They will release us if a representative appears and confirms our story.

Needless to say, our chancellor and pledge master made an unnecessary trip to the jail in the middle of the night and they did not

think too kindly of this pledge class.

P.S. We all became brothers!"

- Gene Rifkin '48

"After Hawaiian weekend one year **Jeff Hiller '72** and I skateboarded into the Chi Omega suite. The result was a Chi O with a broken arm and Jeff was stalked by the football team (read the boyfriend of the girl with the broken arm) for years"

- Wayne Rozran '73

## FROM THE ARCHIVES

Thanks to **J. Shapiro '54** for submitting this photo of a House Party in 1954.

We want to see the best pictures from throughout our chapter's history! Send your submissions to [content@affinityconnection.com](mailto:content@affinityconnection.com), or upload them at [www.betasigmabeta.com](http://www.betasigmabeta.com).

We'll feature the best submissions in upcoming editions of our newsletter and monthly eLetter.

