

UPCOMING EVENTS

**2012 Founders' Award
Dinner**
May 17
See page 6 for full details.

**Central Pennsylvania
Festival of the Arts**
July 12-15

Homecoming
October 6

ON THE WEB

***Become a registered user of
our website.***

- Go to
www.betasigmabeta.com.
- Click on First Time Login.
- Enter your last name.
- Select your record.
- Enter your Member ID,
printed above your name on
the envelope.

IN MEMORY

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

David Pincus '48
Marvin Kohn '51
Earl Segal '69
Dave Casnoff '75

2012 Scholarships Awarded to Nine Active Brothers

Congratulations to the spring
2012 Beta State Foundation
scholarship recipients:
**Brian Blenner '12, Nicholas
Bryman '14, Ryan King '13,
Jarrett Kleeman '14, Jeffrey
Marks '13, Jonathan Paul '14,
Brian Roeder '13, Eric Roth
'14 and Michael Witten '12.**

Beta Sig *NEWS*



Spring 2012

ALUMNI REPORT

Notes from the President

2012 is Shaping Up to be an Eventful Year for Beta Sigma Beta

THON 2012

THON raised \$10,686,924.83 for the kids
this year. Beta Sig teamed up with KD and
raised \$86,000. Two of our undergraduates, **Jeff
Bloom '12** and **Josh Windt '12**, danced the
entire 46 hours. Beta Sigs were loud, proud and
enthusiastic all weekend. Special kudos to **Jay
Robinson '12, Jon Paul '14, Lee Minkoff '14**
and the entire fall 2011 Pledge Class for sup-
porting our participants.

Founders' Award Dinner

The Founders' Award Dinner will take place
May 17 at Philadelphia Park Race Track &
Casino. Two current BAA Board Members,
Ron Gorodesky, immediate past President and
Steve Witten, immediate past Treasurer, will be

honored.

Join us to honor their service and for the
roasts, which rumor has it will be merciless. The
food is always great, the drinks bottomless and
the bonding unparalleled. Get to Licht @ jeff.licht@naimertz.com and/or Minkoff @ dmin-koff41@comcast.net to reserve your spot.

Homecoming 2012

Beta Sig Homecoming will feature the number
one home game on our schedule as we battle
Ohio State University. It will be an ESPN Game
Day with kickoff @ 6 p.m. We have rooms
reserved at The Atherton and Marriott hotels.
Party planner **Scott Granoff** and Little Sister
Toby Greenwald will chair the event. Stay tuned
for details but rooms are moving fast.

Neil Rudel Awarded for Sports Journalism

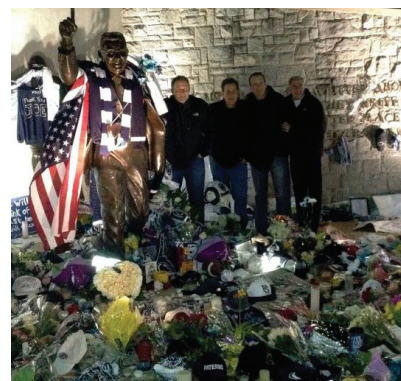
Fellow Beta Sig **Neil Rudel '78**, the
longtime Penn State football writer for the
Altoona Mirror, was recently honored at
the Central Pennsylvania Chapter of the
National Football Foundation and College
Football Hall of Fame banquet.

Rudel is the managing editor of the

Altoona Mirror and the longest-tenured
writer covering Penn State football. He was
presented with the first-ever Fran Fisher
Award for Excellence in Sports Journalism.
Rudel has covered high school and college
sports since his graduation from Penn
State.

TRIBUTE

***Jeff Licht '81, Rick Marks '80, Steve
Savran '79 and David Minkoff '81
paid their respects to Joe Paterno
in January at the Paterno statue
outside of Beaver Stadium.***



Simon Ziff Named Penn State Alumni Fellow

Congratulations to **Simon Ziff '87** on being named a 2012 Penn State Alumni Fellow recipient.

The Alumni Fellow Award is the most prestigious award given by the Penn State Alumni Association. Since 1973, the award has been given to select alumni who are leaders in their professional fields. Award candidates are nominated by an academic college and are invited by the president of the university to share their expertise with students, faculty and administrators.

Ziff is president of Ackman-Ziff Real Estate Group, a multi-billion dollar commercial real estate investment company. They are the pre-eminent boutique real estate capital advisory firm specializing in debt financing, mezzanine financing, preferred equity, joint venture equity and sponsor equity. They have arranged over \$20 billion of debt, mezzanine and equity

financing. The company has offices in New York, Boston, Miami, Washington, DC and Phillipsburg, Pa.

"... he makes a difference. He does it with ... his humor, insight, motivation and honor. We are proud to have him as a fellow and a friend."

– Dean of Penn State's Smeal College of Business, Jim Thomas

In announcing the award, Dean of Penn State's Smeal College of Business, Jim Thomas, said, "To me, Simon represents all the qualities that define a great alumnus. 1) Generosity: Not just money but time and involvement as well," he said.

Thomas went on to say, "2) Passion: Does anyone know anybody more passionate about

Penn State than Simon? 3) Humbleness: Ok, let's go to #4."

Thomas continued, "4) Student-focused: He wants to help every kid to get a chance, to let them see what he did, or did not, while he was here that helped, to give everyone he interacts with a decent chance at life."

Thomas said, "And finally, he makes a difference. He does it with all of the things above plus his humor, insight, motivation and honor. We are proud to have him as a fellow and a friend."

Simon joins other Beta Sig recipients of this award, or the Distinguished Alumni award, including Harold Benjamin, Paul Berg, Marc Brownstein, Mimi Barash Coppersmith, Gene Chaiken, Sam Fredman, Arnie Hoffman, Bob Jubelirer, David Lipson, Gilbert Nurick, Dave Pincus and Sam Sidewater.

ALUMNI EVENTS

Brothers Come Together to Celebrate Beta Sig Bonds at Homecoming 2011

By Jeff Licht '81

Homecoming 2011 was held September 23-25. It was chaired by **Ken Dubin '86** and **Brad Stoltz '86** with an assist from **Scott Granoff '85**. The three day event kicked off Friday night and concluded on Sunday for Brunch.

The Friday night 'Return to the House' was a mixer complete with music by David Joyce and the Slow Pitch Band, wine, beer and munchies by Bobby Scott, capped off with grilled stickies and Creamery ice cream. The local police were kind enough to stop by our House two times to welcome alumni back. My license was requested for review and reporting more in one night than in my last 30 years of bar hopping.

Saturday started early with a pre-game Alumni Tailgate hosted by Deb and **Ron Gorodesky '79** and **Robbie "Cheeks" Sykes '79** serving up a power breakfast/brunch with omelets upon request by Ron along with assorted danishes, hoagies and other goodies. The same hosts treated us to a post game tailgate of roast beef sandwiches and Chinese food. Numerous alumni later

reported confusing the day having munched on Chinese food a day earlier than usual. Rumor has it that **Rick Marks '80** even checked out of the Atherton early to report to work the next day but this remains only a rumor as no one from work could confirm his whereabouts at any point during the work week let alone Sunday.

Saturday night we dined and partied at the house complete with a tent set up in our newly enclosed party garden. House Chef extraordinaire, Bobby Scott, prepared a smorgasbord of goodies to include roast beef, chicken, pasta, Caesar salad and assorted vegetables. Dessert included a chocolate chip sheet cake to celebrate **David Minkoff's '81** 52nd birthday and 30th year reunion smothered in creamery ice cream and assorted fruits. We enjoyed the sweet sounds of Pure Cane Sugar at dinner and then partied to Night Crawlers. The local police were kind enough to stop by yet again to welcome us back.



Brothers at our 2011 Homecoming celebration.

The alumni met on Sunday morning at 8:30 a.m. to discuss a myriad of topics. **Moss Walden '83**, styling in his new Beta Sig watch showed up closer to 9 a.m. blaming the watch for his tardiness. Upon Kranich Jeweler's extensive review of the watch, Moss was vindicated. Halsey was in attendance and interviewed but his comments deemed not suitable for this publication. The alumni then met with the undergraduates for "Good & Welfare."

CHAPTER NEWS

Beta Sigma Beta Event Raises \$85,000 for Curing Autism Now

Autism Speaks U 5k Race/3k Walk Draws More than 1,200 Participants

The Autism Speaks U 5k Race/3k Walk, formerly We are Curing Autism Now (CAN), was a huge success! Presented by Beta Sigma Beta, the event on Saturday, April 14 drew over 1,200 participants and raised more than \$85,000. With online fundraising open for an additional three months, it is still possible to break the \$100,000 mark for the sixth year in a row.

Andrew Moses '07, Co-founder of Curing Autism Now, said "At a time when



(L to R): Lee Minkoff, David Minkoff, Jeff Licht, Roy Baker (Director, Office of Fraternity and Sorority Life), Ron Gorodesky and Rich Gorodesky.

Penn State is faced with immense challenges, Beta Sig rose to the occasion and showed the world what Penn State really is all about and served as a great reminder as to what it means to be a Penn Stater."

Co-founder **Adam Dorfman '07** added "It is truly remarkable that a philanthropic event started seven years ago at Penn State by Beta Sig has provided the foundation for a national initiative within Autism Speaks. The support of the brothers and alumni has been instrumental in the continued success of the annual Autism race."

Beta Sig would like to thank all of the alumni and students who contributed to this event. We all had a fun time raising money for a truly great cause.

To learn more about autism, please visit <http://events.autismspeaks.org/u/psu>



(L to R): Andrew Moses (Autism Speaks U Co-Founder), Steve Jones (Radio Voice of the Nittany Lions and Event Emcee), Tom King (State College Police Chief), Patrick Chambers (Penn State Men's Head Basketball Coach and Event Grand Marshal) w/ daughter, Ross Condon (Penn State Basketball Director of Operations), Dave Caporaletti (Penn State Basketball Marketing Coordinator), Eric Berman (2012 Event Chairman) and Adam Dorfman (Autism Speaks U Co-Founder).

PARENTS WEEKEND RECAP

Nearly 200 Beta Sigs and Family Members Celebrate at 2012 Parents Weekend

By Jeff Licht '81

Parents Weekend 2012 was a tremendous success, with 106 parents, one grandmother and 17 siblings joining their 57 "brothers" for a total of 181 registered participants. Everyone enjoyed a great buffet by Chef Extraordinaire Bobby Scott, which included salmon, chicken, roast beef, pasta and assorted salads. We celebrated Lisa Kalinsky's birthday with a chocolate chip cake and fruit.

Autism Speaks U efforts continued after dinner as Brothers **Minkoff**, **Berman** and I held a live auction of goods to include two autographed Shane Victorino jerseys and baseballs, an

autographed Brian Dawkins jersey and an autographed Chris Pronger jersey. We also had a bidding war on Tom Mairs' fantastic works of art. All in all, we were able to raise an additional \$2,500 to benefit Autism Speaks U.

Beta Sig was then joined by Alpha Sigma Alpha and their parents for a house party featuring LowJack. The party jammed on for hours and yes, **Michael Jaffe '79** once again

thrilled all to his air guitar.

We reconvened on Sunday morning for a



Tyler Joseph pictured with the autographed Chris Pronger jersey.



The Marks and Grossman families at Parents Weekend 2012.

Bobby Scott brunch featuring eggs, salmon, bacon, sausages, potatoes, danish and Krispy Kreme doughnuts.

I would like to especially thank **David Minkoff '81** for co-chairing this event with me, as well as **Scott Granoff '85** for securing the great rock and roll sounds of LowJack.

Brothers Sacrifice 46 Hours “For the Kids”

By Jeff Bloom '12

February 17-20 marked the 40th anniversary of The Penn State IFC/Panhellenic Dance Marathon. THON is a yearlong effort to raise money and awareness for pediatric cancer for children in Hershey, Pa.

This year, I had the opportunity to represent Beta Sig as a THON 2012 dancer. Alongside my fellow brother, **Josh Windt '12**, we stood for 46 hours to show the families facing cancer that we stand beside them in their fight. The pain and sleep deprivation we faced during those hours is nothing compared to the hardships children face every day.

The support of the entire brotherhood that weekend was outstanding. When I

looked in the stands, it gave me strength to see dozens of brothers cheering us on and holding up our letters. I would have not have been able to make it through the experience their help throughout weekend.

Over the last six months, along with our partner sorority, Kappa Delta, we worked hard to raise and spread awareness for pediatric cancer. Together, we raised more than \$82,000 for the Four Diamonds Fund.

In the end, Penn State students raised an outstanding \$10,686,924.83. Through THON, we continue to make an impact in the lives of children and families across the country.

I would like to thank you all for your continuous support throughout the year and especially during THON weekend. Together, we will make a difference in the life of a child.



Family Values Fund, THON

By Erika Spicer, Collegian Staff Writer

From The Collegian

In 2008, Brian Cunningham was one of about 500 kids in the country diagnosed with Burkitt's lymphoma – the fastest-growing and most aggressive form of human cancer.

Brian, 10 years old at the time, was energetic and seemingly healthy the night before his last day of fourth grade – that is, until his mother, Susan noticed a strange lump on her son's neck as she cupped her hands around his face to say goodnight.

“I didn't feel anything. I didn't even know it was there,” Brian, now 13, said of his painless, swollen lymph node.

Though Brian was asymptomatic, the Cunninghams still took him to the doctor. That is when their lives began to change.

“It was just this whirlwind,” Susan, 43, said of the overwhelming stream of doctor visits and consultations.

The doctors promptly responded to Brian's situation, telling the Cunningham family to travel to the Penn State Milton S. Hershey Medical Center to consult with a surgeon, who told them to wait a week, thinking it was just a reactive lymph node, Brian's mother said.

After a week of waiting, doctors removed the lymph node and called the

Cunninghams with the bad news that Brian had Burkitt's lymphoma. The call was made on July 3, the same day as the Cunninghams' 15th wedding anniversary.

While most cases of Burkitt's are discovered during stage three, Brian's cancer was diagnosed at stage two – something to be thankful for, Susan said.

Treatment was intensive, lasting only three months and ending in September 2008, Susan said.

During that time, the family learned of the Four Diamonds Fund through their stay at the Ronald McDonald House in Hershey, Pa., and regular hospital visits.

The fund was a blessing financially, they said. “There were some medicines and single injections that were \$1,200,” Brian's father, John, 58, said. “It's just phenomenal what [The Four Diamonds Fund does] – you don't even have to do the paperwork, nothing.”

Susan said the Four Diamonds Fund provided relief to the family in what was an otherwise overwhelming time, by freeing them from the hassle of dealing with medical bills or co-pay fees at doctor visits.

Along with paying for Brian's treatments, the Four Diamonds Fund also provided free vouchers for gas and free meals at

the hospital cafeteria, along with their stay at the Ronald McDonald House, Brian's father said.

“It's a horrible thing we went through, but that place was just so comforting in so many ways,” Susan said.

Today, Brian is in remission, and prospects are looking good, she said.

“In a way, we're fortunate with Burkitt's – the chance of relapse is very rare,” Susan said.

Brian has regained his strength since his treatment in 2008, and the family will attend the Interfraternity Council/Panhellenic Dance Marathon for the third time since THON 2009.

The family said they are excited to attend the event with their student organizations, Beta Sigma Beta fraternity and Kappa Delta sorority.

“It's a wonderful thing centered around a terrible thing,” Susan said of THON. “It's a weird emotion to describe – it's very therapeutic.”

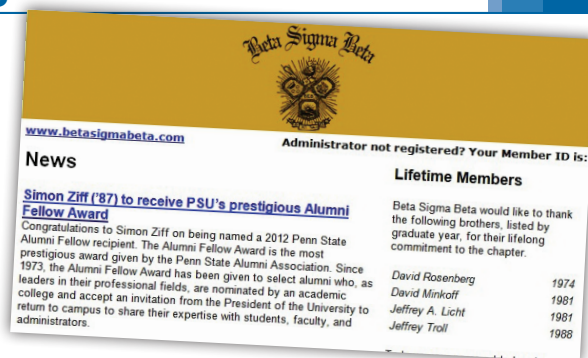
John said he hopes the Four Diamonds Fund remains on the forefront of THON volunteers' minds.

“I really hope [students] understand how important this is to us and the Four Diamonds Fund,” he said.

ON THE WEB

Are You Receiving Our Monthly eLetter?

On the first Tuesday of each month, we distribute an email newsletter with the latest Beta Sigma Beta news, activities and event details. Sign up today if you have not received your copy. Simply update your email address by sending it to our alumni relations office at feedback@affinityconnection.com. Mention BSB. You may also update your record at www.betasigmabeta.com.



2011-12 HONOR ROLL OF DONORS

Thank you to our alumni brothers who have paid their annual dues since the start of the giving year.

Daniel Veloric 1950
Seymour Delfiner 1959
Robert Jubelirer 1959
Richard Flaster 1970
David Richin 1970
Laurence Silverman 1970
Mitchell Kaye 1971
Stuart Levin 1971
Robert Simon 1972

Michael Goodman 1973
Sheldon Pincus 1973
David Rosenberg 1974*
Andrew Bryman 1976
Stuart Lessin 1977
Gary Glassman 1979
David Minkoff 1981*
Jeffrey A. Licht 1981*
Kenneth Caplin 1983

Jeffrey Troll 1988*
Michael Horrow 1989
Brett Goldberg 1990
Jason Gorelkin 1993
Ian Drossner 1995
Alexander Glassman 2008

* = Lifetime Member

FUNDRAISING

Contributions Make It All Possible

Brothers Ask Alumni to Make a Life Long Commitment to Fraternity

Alumni contributions are at the heart of everything we do. Our communications, events and support for the chapter all rely on gifts to our annual fund. As alumni, we play a critical role in making sure our chapter lives on. Your gift makes a significant impact on these efforts.

ANNUAL ALUMNI DUES

Beta Sig asks that all members contribute once a year to the annual fund:

\$75 annual dues – new graduates, five years out of college and less

\$249 annual dues – all other members

Other contribution amounts are accepted beyond the dues payment. We appreciate your support.

LIFETIME MEMBERSHIP

For members who wish to have an enduring impact on the Beta Sigma Beta legacy, we now offer a new lifetime membership. With your contribution of \$2,490, you will be permanently recognized year-after-year for your contribution to the chapter. In addition, you will receive an exclusive Beta Sig Crest watch for your generosity and commitment. This is your chance to show your Beta Sig pride.

Beta Sigma Beta would like to thank the following members for their lifelong commitment to the chapter. Their generosity goes a long way to ensuring the Beta Sigma Beta legacy continues.

To add your name to the list of lifetime members and receive your watch, please pay your lifetime membership dues of \$2,490 today.

LIFETIME MEMBERS

David Rosenberg 1974
David Minkoff 1981
Jeffrey A. Licht 1981
Jeffrey Troll 1988

You can pay your dues by calling our donations hotline at 800-975-6699, 9 a.m. to 5 p.m. Monday through Friday; or by mailing your check made payable to Beta Alumni Association, Alumni Relations Processing Center, P.O. Box 7007, Albert Lea, MN 56007-8007. Beta Sigma Beta will be creating a plaque to hang in the fraternity house to honor our Lifetime Members' commitment to Beta Sig. If you pay your lifetime dues before August 31, 2012, your name will be included on this plaque.

IN MEMORY

Former Penn State Radio Announcer Mickey Bergstein Passes

Longtime Host of Quarterback Club Luncheon Was Announcer for Football, Basketball and Wrestling

UNIVERSITY PARK, Pa., February 17, 2012 – Milton 'Mickey' Bergstein, former radio voice for the Penn State football and men's basketball teams, passed away Tuesday, February 14, at the age of 89 in State College, Pa.

Bergstein had a 72-year relationship with Penn State. He began at the Smeal College of Business as a student and later as an instructor and the voice of Penn State football when he served as both analyst and play-by-play voice for the Nittany Lions.

While he had a passion for Penn State athletics, Bergstein made an even bigger mark as an instructor at Penn State. He joined the Smeal College of Business as a full-time instructor in 1975. He retired in 2001 after 25 years as a part-time instructor in Marketing.

He served as Smeal's director of external relations, and helped lead the Executive Education program for the college. Bergstein authored two well-known books, "Penn State Sports Stories and More" and "Living with Lions."

UPCOMING EVENT

Please Join Us for the 2012 Founders' Award Dinner

Honoring Ron Gorodesky & Steven Witten

Thursday, May 17, 2012

Cocktail and Hors d'oeuvres Reception
Dinner and Awards Ceremony
Fun and Games
6:00 PM

Philadelphia Park Casino & Racetrack
3001 Street Road, Bensalem, PA

For further information please contact
Jeffrey Licht at 215-396-2900, jeff.licht@naimertz.com
David Minkoff at dminkoff41@gmail.com

There will be no fundraising solicitations.

ALUMNI UPDATES

Howard L. Gleit '62

(811 Brushtown Road, Ambler, PA 19002-2001; hlg@hlgleitlaw.com) I graduated in 1962, and at the time I was the house chancellor. Being chancellor was an activity that provides with me many fine memories. Two things I did as chancellor I really enjoyed was filling the empty bookshelves in the house with classic literature, and hosting an Easter party for the many poor children in surrounding towns.

As many as 100 needy children were brought to the house for the party. Each child was given a healthy lunch and a large bag of food and clothes. Both the books and the Easter event were funded by the social budget.

I am currently in Lima, Peru visiting my son and his family. Three weeks at the beach in Peru is very relaxing, especially when Marge and I get to spend it with our three fabulous bilingual grandchildren. My daughter-in-law, Leyla, is quite neat and special as well.

David Richin '70

(11301 Struttman Terrace, Rockville, MD 20852-3674; darichin@aol.com) I became a daddy for the first time. Jacob Maverick Coleman was born September 25, 2011. He weighed 6 lbs. 9 oz. and was 20 inches. It is the best.

Richard "Doc" "Slur" Gorodesky

(1496 Greenawalt Road., Huntingdon Valley, PA 19006-2608; richard.gorodesky@colliers.com) I pledged Beta Sig in fall 1978. I was one of 14 members of what is widely held as the greatest pledge class of all time.

Led by hall-of-fame Pledge **Master Michael "Skitz" Jaffe**, our class consisted of Brodsky, Diamond, Epstein, Goodman, Gorodesky, Kaminsky, Kleiner, Kramer, Levine, Levy, Pavel, Raiman, Satzberg and Weiss.

We still try to get together at least once a year and have recently memorialized our class with the purchase of a paver.

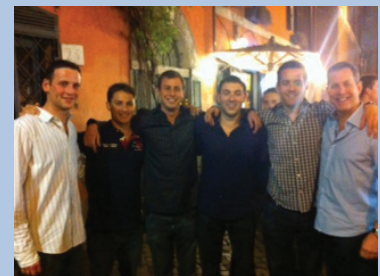
The impact of Beta Sig in my life started while I was still in high school. I followed my brother's advice and joined Ron there ('79 or '80 who really knows?). Ron will be honored at this year's Founders' Day Award Dinner. His incredible contributions to the house will be felt for years to come. However, that will not stop me from roasting him mercilessly on May 17 at Philadelphia Park.

Beta Sig's impact continued when I met my wife-to-be in 1979 during my first semester living in the house. We had our first date that year, and our second date was not until ten years later. I finally wore her down until

she agreed to go out with me again. That was the best thing that ever happened to me. We have been happily married for over 22 years.

Beta Sig's impact on my life continues today, as I am proud to say that our son **Adam** – pledge #859, mine was #54 – has recently completed pledging and will be moving into the house in the fall.

Alum Rick Marks hanging out in Rome with the brothers



From left to right: Matt Siegel, Ezra Shapiro, Jeff Marks, Jason Laederman, and David Lipner.