

## SPRING EVENTS

**Parents Weekend  
& Autism Speaks 2013**  
April 12-14

**100th Anniversary Celebration**  
May 17  
Green Valley Country Club  
Lafayette Hill, PA

## NEW BROTHERS

Evan Beedle – Doylestown, PA  
Tyler Berlinsky – Cherry Hill, NJ  
Jordan Brown – Cherry Hill, NJ  
Nathan Buckler – Montville, NJ  
Aaron Churba – Plantation, FL  
Jake Covell – Langhorne, PA  
Thomas Donovan – Brookside, NJ  
Daniel Fishman – Rye Brooke, NY  
Bryan Fried – Plainview, NY  
Trevor Hains – Bethesda, MD  
Tyler Krevis – Basking Ridge, NJ  
Douglas Leff – Great Neck, NY  
Jesse Marks – Holland, PA  
Jake Minkoff – Elkins Park, PA  
Ross Oringer – Woodcliff Lake, NJ  
Aaron Portner – Elkins Park, PA  
Marc Raiman – Woodcliff Lake, NJ  
Ryan Seivitch – Pittsburgh, PA  
Matthew Stern – Weston, FL

## UNDERGRADUATE BOARD

*Thanks to outgoing Chancellor Lee Minkoff for his service to Beta Sig.*

Chancellor  
**Justin Citron**

Vice Chancellor  
**Jordan Walden**

Auditor  
**Josh Field**

Head Social Chair  
**Ronen Kadosh**

Pledge Master  
**David Hollander**

House Manager  
**Tyler Marks**

Caterer  
**Josh Jaffe**

Warden  
**Adam Eisner**

Head Rush Chair  
**Sam Rose**

# Beta Sig *NEWS*



Winter 2012

## PRESIDENT'S LETTER

### Beta Sig to Host Party of the Century in Honor of 100th Anniversary

#### *Chapter Plans Exciting Spring Events to Foster Alumni Participation*

*By Jeffrey Licht '81, President of Beta Alumni Association*

Thankfully all is well as we enter into a new year. The House is full with 55 in-house brothers and 21 out-of-house brothers. The undergraduates are faring well in their academics, intramural sports, Greek activities and social endeavors.

#### *Homecoming*

Homecoming was fun and eventful for all who returned. Our formal registrants for Homecoming were not what we all anticipated, especially after tallying all Beta Sig alumni who actually returned to Happy Valley for the marquis home game of the year versus Ohio State. I don't have the answers to motivate more brothers to return home to Beta Sig and participate in Homecoming, but welcome any suggestions that you might have to ensure better attendance for Homecoming 2013. All in all, attendees had a great time updating the group on each other's lives and families. The most recent graduates returned en masse which was nice to witness. The undergraduates were very accommodating. The music, atmosphere, food and spirits were all good and plentiful.

Like my parents used to say, "If you want to come home, come home first."

Homecoming 2013 will be October 11-13 versus Michigan, and we've secured rooms at The Days Inn. This is the only home game in October on the 2013 slate. We are already working with several of the local hotels to secure the best possible deal for lodging our alumni. Details will follow soon.

#### *Fall 2012 Pledge Class*

Our pledge class started out with 21 freshmen; however, we lost two pledges due to a pending transfer and family situation. Legacies Raiman, Minkoff and Marks led this quality class which recently became Neophytes.

#### *Parents Weekend*

Parents Weekend is April 12-14, 2013. Lodging

will relocate to The Days Inn, on Pugh Street where we have negotiated a favorable rate. Please contact **Jeff Licht** ([jeff.licht@naimertz.com](mailto:jeff.licht@naimertz.com)) as soon as possible to reserve your room.

#### *Autism Speaks (CAN)*

Our activities (walk and run) parallel Parents Weekend. Registration can be accomplished online. For more information, please email **Adam Dorfman** ([adam.r.dorfman@gmail.com](mailto:adam.r.dorfman@gmail.com)).

#### *Beta Sig's 100th Anniversary*

Planning for our 100th anniversary is underway! The event will be held on May 17, 2013 at Green Valley Country Club in Lafayette Hill, PA. Details are forthcoming, but we promise to make this the party of the century! In the interim, please phone or email me if interested in joining our dinner committee. Also, please send photos of your years enjoyed at Beta Sig to [jeff.licht@naimertz.com](mailto:jeff.licht@naimertz.com). We'd like to build up our historical photo archives and showcase them at the event.

Wishing everyone a happy and healthy New Year! We have much to be grateful for and our one common denominator is Beta Sig. I love Beta Sig, and I know you do too. I can't wait to see everyone in May to celebrate the good times, as you never know what tomorrow may bring.



**Fall 2012 Pledge Class**

## EVENT RECAP

### Good Time Had By All at Homecoming 2012

Homecoming 2012 proved a good time for all as brothers returned to the house from as far away as California.

The weekend kicked off with a Welcome Back Alumni Social catered by house chef extraordinaire Bobby Scott with music provided by versatile brother **Steve Witten '78**. DJ Wit's musical library ran the gamut from '70s rock to '80s dance to current hip hop. Good treats and top-shelf refreshments were enjoyed by all participants. Many of us left the house well after midnight to only return within hours for our pre-game tailgate which started at noon.

Once again, Bobby and staff were hard at work grilling burgers, hot dogs and chicken, complemented by several pasta salads, traditional salads, chips and dips and desserts. DJ Wit didn't disappoint as his musical selections served to pump us up for the game while brothers and alumni threw footballs together and participated in assorted drinking games.

We proceeded to Beaver Stadium for the headline game versus Ohio State. Most of us

worked off the barbecue and alcohol during our walk to the stadium. Whatever calories remained were lost as we made our way to our seats, which provided us a bird's eye view of not only the game, but also Mount Nittany and our gorgeous Penn State campus. Adult diapers are being considered as an add-on to our hotel grab bag for next year since brothers Witten and Jaffee missed much of the game going up and down steps to and from the men's room.

Alumni returned to the house Sunday morning to huddle amongst themselves for an hour before engaging in a Good and Welfare with the undergraduates.

Rumors are that Beta Sig Alumni seek the Michigan weekend, October 11-13, 2013, for next year's Homecoming. In the interim, please see our 2012 Homecoming photo album online at [www.betasigmabeta.com](http://www.betasigmabeta.com). It serves as a great recap to our fun-filled weekend and also includes pictures of our current pledge class.



***Pictured reuniting at Friday night's Welcome Back Wine & Cheese party are David Minkoff '81, Michael Jaffe '79, Stuart Leon '82, Scott Granoff '85, Jeffrey Licht '81, Steve Witten '78 and Kenny Dubin '86.***

## CENTENNIAL CELEBRATION

### A Most Excellent Way to Celebrate Our Storied Legacy

#### ***Send Us Your Creative, Fun or Endearing Tales of Brotherhood***

If there's one word that comes to mind when you think of Beta Sig, it's *excellence*!

Generation after generation, our fraternity has been revered for turning today's Greeks into tomorrow's leaders. Beta Sig combines a strong academic record with its role within the fraternity system, and has also been singled out for its leadership positions and devotion to a long tradition of charitable activities.

Almost 100 years ago, the Beta Chapter was established on the Penn State campus and our heritage of excellence has grown by leaps and bounds ever since. This upcoming year, we have the honor of celebrating our storied legacy as great builders of men!

On May 17, 2013, Beta Sigs from near and far will convene in the Philadelphia area to celebrate our 100<sup>th</sup> anniversary. The event will be held at Green Valley Country Club in Lafayette Hill, Pa, and we hope all alumni and undergraduates will join us.

Each and every alum can participate in

this event in his own unique way. Brothers are needed to be a part of the planning committee to encourage the attendance of other brothers from their decade. If you're interested in assisting please contact Jeff Licht at [jeff.licht@naimertz.com](mailto:jeff.licht@naimertz.com). In addition to attending the event or helping on the planning committee, we'd like our Beta Sig brothers to help us create a historical archive that we can pass down for generations to come. Please send your pictures to Jeff, and we will showcase them for all to see in the months leading up to our milestone – online, in our monthly e-newsletters, and on display during our anniversary event. Pictures can be from your undergrad days, or from Beta Sig get-togethers in your alumni years.

Over the next few months, we'd like to capture the stories of Beta Sig life from various decades to share as well. *Why did you join Beta Sig? What's your funniest memory of life as an undergrad? How did your fraternity experience shape the man you are today? What*

*about history or the times that may have made your era unique or different from others?* Please submit your stories to [alumninews@affinityconnection.com](mailto:alumninews@affinityconnection.com). Don't forget to mention Beta Sigma Beta in your email.

Please keep a look out for more information on the anniversary event! And if you'd like to volunteer, contact Jeff at [jeff.licht@naimertz.com](mailto:jeff.licht@naimertz.com).

#### ***Send Us a Winning Story!***

The alum who submits the best story—whether funny or endearing—will win a \$25 gift card and will have his story featured in our spring newsletter. Email your story to [alumninews@affinityconnection.com](mailto:alumninews@affinityconnection.com).

## Beta Sig's Legacy Paver: The Path of Enduring Brotherhood

**You, as an alumnus, are the foundation of Beta Sig**, and nothing could be a more appropriate acknowledgement, a symbol about the strength of brotherhood, than to have your name forever honored in stone at 255 E. Fairmount Avenue.

Now you can have a more meaningful impact on Beta Sigma Beta by purchasing your own Legacy Paver. By doing so, future generations of Beta Sigs—maybe even one of your own legacies—will see your name inscribed alongside others as part of an elite club of brothers whose devotion to Beta Sigma Beta is unwavering.

Only Beta Sig's Legacy Paver program gives you the option to leave your permanent mark on the place you called home as an undergraduate. With the purchase of your Legacy Paver, you can ensure the Beta Sig experience you had will exist for other young men.



### The options to customize your Legacy Paver are endless:

- Inscribe a meaningful message about how Beta Sig impacted your own life.
- Memorialize a departed brother who was a mentor or role model.
- Congratulate a new graduate.
- Partner with brothers from your pledge class to purchase a larger paver to signify the lifelong friendships you made as a result of Beta Sig.

Here's your chance to leave your unique mark. You are the strength and foundation of Beta Sig. *What's your next step towards enduring brotherhood?*

### Your Customized Legacy Paver:

*Fill in your customized message using the blocks to the right. You must use the character and line count that is provided, based on the size of the paver that you wish to order. We will contact you with confirmation of your order prior to production.*

### Yes! Please inscribe my Beta Sig Legacy Paver! (please check below)

☐ **Brotherhood: \$325** 4" x 8", 15 characters per line, two lines


☐ **Fairmount: \$1,000** 8" x 8", 15 characters per line, four lines


☐ **Chancellor: \$2,500** 12" x 12", Diamond Cut Granite, 22 characters per line, five lines


### Submit Your Order

Please mail this form, along with payment and your customized message, to:

**Beta Alumni Association**  
**P.O. Box 30296**  
**Elkins Park, PA 19027**

Since we process our Legacy Pavers separately from our dues program, please mail your Legacy Paver order only to the address above. You may also purchase your paver online at [www.betasigmabeta.com](http://www.betasigmabeta.com).

*Thank you for your support of Beta Sigma Beta!*

### Your Information:

Name: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
Email Address: \_\_\_\_\_

### Form of Payment:

☐ Check made payable to **Beta Alumni Association**

☐ Please charge my: ☐ MasterCard ☐ Visa

Cardholder Name: \_\_\_\_\_

Account Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Cardholder Signature (required): \_\_\_\_\_ 3-Digit Security Code

*A 3% surcharge will be added for purchase by credit card. As a reminder, Beta Sig Legacy Pavers are not tax-deductible.*



## Former Beta Sigma Rho President Passes Away

Beta Sig must sadly report on the passing of former President

**Robert Lyons '48.**



Bob was a community-minded business leader, educator, philanthropist, coach and proud member of our fraternity. He died

on October 19, 2012, with his wife of 64 years, JoAnne, by his side.

Bob first came to Penn State in 1942; however, his college career was interrupted briefly when he enlisted in the Navy in 1944, at which time he proudly served in the South Pacific Theatre during World War II.

After returning to Penn State in 1946, Bob became president of Beta Sigma Rho. He met JoAnne Kranich, the sister of his roommate, **Robert Kranich '48**. JoAnne and Bob later married in the summer of 1948, shortly after graduation. Later, Bob went on to become Beta Sigma Rho's national president.

In 1950, Bob and JoAnne moved to Lewisburg, where they opened The Lyons Shop, a popular, upscale women's dress shop and bridal salon, and continued to work side by side for 34 years. During this time, Bob and JoAnne expanded the business by adding a second store in

Selinsgrove and opening a bath and bed store.

In 1978, Bob started the retail business curriculum at the Williamsport Area Community College (now Penn Tech) as part of the college's business department. He taught full time until 1986 when he went to work as director of sales at PGS, one of the originators of a national mail-in prescription drug program. During this time, Bob was also a consultant with the Small Business Administration, where he worked closely with Charles Coder, the founder of the SBA program at Bucknell University.



In 1990, Bob started a new business, GCP, which was one of the first companies in the country to develop and utilize a networking program allowing for employees to purchase prescription drugs directly from local pharmacies.

***"Bob was a community-minded business leader, educator, philanthropist, coach and proud member of our fraternity."***

Having a strong desire to give back to the community he loved, Bob spent decades volunteering, including as a member of the Lewisburg Area School District school board, where he served as president, the Lewisburg Zoning Hearing Board, the Union County Planning Commission, Central Susquehanna Intermediate Unit, and the Lions Club.

Bob had many hobbies and activities. In addition to being a lifelong New York Yankees and Penn State football fan, he volunteered as a swim coach for the Sunbury YMCA, where for many years he conducted early morning swim practices, and started the Lewisburg Area High School Swimming Team.

Bob was a Beta Sig of outstanding character and his presence will be missed in our community.

## Memories of Bobby

"Earlier this season, I believe it was the Navy game, I sat directly in front of an elderly couple and their grown kids. Finally, **Andy Lyons '72** (the son) said that he recognized my name and face from Beta Sig. Andy then introduced me to his wife, Susan, and mother and father, JoAnne and Bob. Wow, what a Beta Sig family! In three hours that was interrupted by a football game, I learned a lot about **Robert Lyons '48** and his Beta Sig family lineage. Bobby was a Beta Sigma Rho. He married a Beta Sig little sister, and sister of fellow Beta Sig **Robert Kranich**, who was his roommate when they first met. I started to rattle off names of older guys—**Stan Eisman**, **Marty Leonard**, **Dave Lipson** and others—and he knew each and every one. We talked

nonstop Beta Sig 1944 through 2012. Bobby shared poignant Beta Sig stories, all the while smiling ear to ear. Bobby's passion for Beta Sig and Penn State temporarily overwhelmed whatever pain he should have been experiencing while battling acute myeloid leukemia.

**Rob Eisman** recently notified me that Bobby passed away. We should all be grateful to Bobby for his service to the Beta Chapter of Beta Sig. On behalf of all Beta Sigs, we offer condolences to the Lyons and Kranich families. Life is short. Beta Sig hard!"

- Jeff Licht

## True Meaning of Friendship Passed Down to Next Generation

### Larry Raiman '82 Watches on as Son Follows in His Footsteps

*Larry Raiman graduated from Penn State in 1982. His son, Marc, has just been inducted as a Beta Sigma Beta brother, like his dad.*

#### What has Beta Sig meant for your life?

**Larry:** Beta Sig taught me so much and shaped my life for the better in so many ways: the meaning of loyalty, true friendship and how to give back to our next generation. I learned how to stand behind my friends, no matter what the circumstances. It also taught me how to “work hard and play hard,” with an optimistic outlook to enthusiastically tackle challenges. My decision to join Beta Sig ranks as one of the best I’ve ever made.

**Marc:** I have been coming to Penn State my entire life, and each visit my dad made sure that we stopped and looked around Beta Sig. I never really got it. Now that I know the significance of being a brother, Beta Sig is a brotherhood for my entire life. I will bring my family back, and will be proud to do so.

#### Share about a Beta Sig brother who had a positive influence on you.

**Larry:** I stay in contact with many of my pledge brothers and they show me long-lasting friendship. I stay in contact with older

brothers who show me volunteerism and how to “pay it forward,” as well as younger brothers who show me ingenuity and positive energy. Beta Sig brothers do for one another like no other organization I have known. We remain unified for life.

**Marc:** Lee Minkoff is the current chancellor of Beta Sig. Throughout my entire pledge program, Lee was a tremendous help to my entire pledge class. Whether it was a late-night talk to keep our heads straight or his simple presence in a room, everything seemed to work out for the better. Lee is an example of one who knows how to run a successful fraternity.

#### What’s your favorite Beta Sig tradition?

**Larry:** “Team unity” is by far my favorite Beta Sig tradition. That single tradition transcends every aspect of what we do; not only just among Beta Sig brothers, but also in the way we treat everyone in our lives. It fosters the opportunity to create lifelong friendships.



**Marc:** So far, the formal known as “Maze Craze” was a ton of fun. Between my pledge class and me, building it was definitely a challenge. Finishing it and making sure it was one of the best ever, made the entire brotherhood and my pledge class very happy.

#### Larry, how do you feel, now that your son is a Beta Sig?

Honored and excited. Honored that Marc will now share in the experiences of brotherhood,

friendships and loyalty. Excited for Marc to relive the same four tremendous years that I had at Beta Sig, learning, growing, celebrating and maturing.

#### Marc, how do you feel, now that you are a Beta Sig, like your Dad?

Being initiated into Beta Sig is simply the best feeling I could ever imagine.

#### Thank you to both Marc and Larry for participating in our Q&A.

## Mentor a Brother

We as alumni can do nothing greater for our undergrads than provide them guidance and advice. To that end, we have initiated a MENTORING program that matches a Beta Sig undergrad with a particular career interest with a Beta Sig alum pursuing a career in that same arena.

No monetary donation is required! All we are asking is for you to volunteer time, advice and career guidance to a younger brother. A periodic phone call, a friendly ear, your market perspective, and career guidance may not mean much to you -- but it could literally mean the world to our younger guys.

Thirteen undergrads have asked to be included in this program, and we are

looking for that same number of alumni volunteers in the following areas:

- finance
- accounting
- medical
- logistics
- marketing / PR
- real estate
- law
- politics
- consulting

**Larry Raiman** has offered to spearhead this effort, and volunteers should contact him at [lraiman@ldrcapitalmgmt.com](mailto:lraiman@ldrcapitalmgmt.com).

## ALUMNI UPDATES

### Allan Miller '53

(700 Hermosa St., South Pasadena, CA 91030; [allanmiller@pacbell.net](mailto:allanmiller@pacbell.net)) I was a Naval officer for four years and have lived in California for over 50 years. I retired in '99 after many years with Amgen, the world's largest biotech company. I have two great kids and three super grandkids. I have traveled to over 50 countries, and often visit with fraternity brother **Morris Sarachek '53** in San Diego and would love to hear from Farm Blockers **Joe Katz**, **Walter Newman**, **Bob Sherman**, all from the class of '53.

### Julian “JUD” Feldman, M.D. '54

(604 S. Washington Sq., Unit 2802, Philadelphia, PA 19106; [judf@comcast.net](mailto:judf@comcast.net)) I retired from the private practice of obstetrics and gynecology in Philadelphia (Pennsylvania Hospital and Thomas

*(Continued on page 4)*

## ALUMNI UPDATES... CONTINUED FROM PAGE 5

Jefferson University Hospital) in 2002 and have really enjoyed the last 10 years of my retirement. My wife, Sunny, and I spend half of each week in our home on Washington Square in the city and the other half at our beach house in Ventnor, NJ. We have two spectacular children (mature adults) and two even more spectacular grandchildren (slightly less mature adults). I look back with fond memories at my four years at Fairmount Avenue in State College. I am blessed with good health and send my best regards to my contemporary brothers who may read this.

### Stuart Kahan '58

(33 Dalton St., Long Beach, NY 11561; smkahan@optonline.net) After graduation, I went into the Marine Corps. After a stint there, I enrolled at Oxford University in England and hold a degree from that facility.

Work-wise, I was in business affairs at the William Morris Theatrical Agency, then production counsel for Paramount Pictures, editor-in-chief at McGraw-Hill, business editor at Barron's, and lastly, before retirement three years ago, executive editor for Thomson Financial. I've written 11 books, was a columnist for *The New York Times* and *The Philadelphia Bulletin*, and lived in Rome, Moscow, London and Sydney.

I've been married three times, have five children and nine grandchildren, and am presently trying to recover from Hurricane Sandy because my house in Long Beach, NY was decimated by the storm.

As to Beta Sig, I followed on the heels of **Louis Fryman '57** to become president of thespians and director of their shows.

I enjoyed the house and the brothers. We had a beautiful house then. When I return to Happy Valley it's because I am on the President's Council (first with Graham Spanier and now with Rod Erickson); I always drop in at the house.

### Stew Aaron '62

(120 Cat Cay Ct., Dunwoodie, GA 30350; saaron@labsinc.com) I joined Beta Sig in 1958 because it gave me a Jewish environment. It was one of the best decisions I ever made. The friendship and camaraderie helped shaped my adult life. I met my wife the first day of school my sophomore year at Hillel. It was her first day of school as a freshman. Bev was a regular at the house. Her name is Bev (Legum) Aaron. My senior year, I was the house caterer. I got some business experience when I ran the concession and laundry for a year. Keeping a large group of customers was a challenge. When Bev came to brunch on Sundays, everyone knew that we were having lox and bagels, and during the week it was steak.

Bev and I will celebrate our 50th anniversary in April. Earlier this year, our class had its 50th class reunion, which was a great experience for both Bev and me since she knew all the guys.

### Richard "Buff" Weissfeld '62

(rich4014@aol.com) For all the Beta Sigs who called me recently to express their support after my wife passed, I say a large "thank you." Fraternity and brotherhood continue as a wonderful part of Beta Sig, and it was, and will continue to be, an important part of my life.

### Michael Marcus '67

(20983 Waveview Dr., Topanga, CA 90290; mike@cornice.org) Our daughter Mollie is pregnant with a brother for her 2 1/2-year-old son Jack Starr, and her husband Jim is about to open a new restaurant. Zagat's has written that his Golden State Café has the best burger in LA. Patti and I are doing well. I am still in close contact with **Allen Sluizer**, **Steve Fierstein**, **Peter Sterling**, **Alan Gordon**, **Leon Baumgarten**, and **Bob Skversky**. I am still sad that we lost **Jimmy Samter** nearly a year ago.

My business is growing well. I have two new execs starting after the beginning of the year, and with any luck, I will have two films in production in 2013.

### Larry "Spider" Silverman '70

(24 Fairview Ave., Roslyn, NY 11576; larry1224@gmail.com) Thirty-nine years ago my Beta Sig roommate **Mark "Larue" Gluckman '70** and I set out on a six week road trip across the country together in his VW Bug. This past weekend we did it again, almost: we took a four-day road trip from St. Louis through Missouri, Oklahoma, Texas, New Mexico and Arizona into Las Vegas. Each of us felt that we had disproven the theory that you can't go back. Our "fraternal" love for one another has deepened over the years. We are blessed by our friendship. My very best wishes to all of my brothers out there!

*Thanks to all of the alumni who shared their news! With so many great updates we didn't have room to print them all in this issue. Visit [www.betasigmabeta.com](http://www.betasigmabeta.com) to view more!*

### Holiday Gathering

Beta Sig alumni and undergraduates met the day after Christmas for lunch at Spasso's in Old City Philadelphia. The event was orchestrated by **Scott Granoff '85** and **Lee Minkoff** to strengthen relations between alumni and undergrads. Despite vacation and work schedules, the event was still attended by well over 40 Beta Sigs.

We informally dined on a four course meal and discussed a myriad of topics, the majority of which not suitable for print. A similar type outing is being planned for the summer.



At right: Alums who attended included Peter Kleiner, David Minkoff, Scott Granoof, Joel Fishbein, David Zales, Michael Gaier, Steve Witten, Jeff Licht, Art Gold, Ron Gorodesky, Rich Eisner, Sam Udell and Moss Walden

