

HOMECOMING

PSU vs. Northwestern

As Coach Franklin ushers in a new chapter of PSU football this fall, we invite you back to Beta Sig to be part of it.

Friday, Sept. 26

9:00 p.m.: Join us at the house for the Friday Night Undergraduate Welcoming Party

Saturday, Sept. 27

9:00 a.m.: Join us for a breakfast tailgate at the house followed by the Inaugural Undergraduate Alumni Basketball Game

Noon: Kickoff at Beaver Stadium.

7:00 p.m.: Sit-down dinner at the house and party featuring Stu Leon's Mas Tequila Band

Sunday, Sept. 28

9:00 a.m.: Alumni Meeting

10:00 a.m.: Undergraduate Meeting

11:00 a.m.: Brunch

Please go online to www.betasigmabeta.com to register for this event so we know how many to expect. We hope to see you there.

PSU FOOTBALL

Make Every Weekend a Reunion Weekend with PSU Football!

9/13 at Rutgers, 8:00 p.m.

9/20 vs. UMass, TBA

9/27 vs. Northwestern, Noon*

10/11 at Michigan, 7:00 p.m.

10/25 vs. OSU, 8:00 p.m.

11/1 vs. Maryland, TBA

11/8 at Indiana, TBA

11/15 vs. Temple, TBA

11/22 at Illinois, TBA

11/29 vs. Mich. State, TBA

12/6 Big 10 Championship

* Homecoming

Note: home games in bold

Beta Sig *NEWS*



Fall 2014

HOMECOMING

And They Said We Were No Fun!

Beta Sig Homecoming Plans Put the "All" in Football

By Mark Halsman '83, Moss Walden '83 and Rich Eisner '82 (2014 Homecoming Committee)

We hope that all of you have been enjoying the exciting beginning of the James Franklin Era. We Are Back! Plans are underway for our 2014 Beta Sig Homecoming, which also coincides with the University's homecoming weekend, Sept. 26-28. And there is something for everyone! You can count on an enjoyable first-class event planned by this year's Homecoming Committee.

This Homecoming will be a little different from those of prior years. We will be spending much of our time at Beta Sig! We will begin our weekend with our Friday Night Undergraduate Welcoming Party at 9:00 p.m. This year, we will feature delicious beers and appetizers from the new

Happy Valley Brewing Company. This is an excellent way to relax and kick off the weekend!

On Saturday morning, we will be back at the house for a great breakfast and the Inaugural Undergraduate Alumni Basketball Tournament on our new all-sport court (see page 3). As the Late Great El Dirt Diablo (a.k.a. **David Lipson '65**) would say every year before the Undergraduate/Alumni Football Clash, "Challenge?? This is no challenge! Our alumni wives could beat this undergraduate crew!"

On Saturday at 12:00 p.m., you will enjoy watching Coach Franklin and our Nittany Lions take on their first Big Ten home opponent: the Northwestern Wildcats. After the game, relax for a few hours in town, but get yourself ready for a delicious sit-down dinner at Beta Sig! If you are not too stuffed from the

delicious food and still have energy, join us for an old-fashioned Beta Sig Party featuring Brother **Stuart Leon '83** and his band Mas Tequila. They will rock out until the wee hours of the morning. Hopefully, Wit will make it back to Ron's this year!

Finally, as our great weekend sadly comes to a close, wake up bright and early Sunday morning for our traditional Undergraduate/Alumni Meeting that will be followed by a delicious brunch for all of our guests.



Rooms are available at The Days Inn. (See the enclosed form for full details. Please mail it in with your check.) To secure your space, reserve now!!! Hotel rooms are reduced \$100.00 from last year's rate!!

If you have any questions, please call Mark Halsman at 610-940-0606 or Moss Walden at 215-870-6645. We'll see you in a few weeks!

New Beta Sig Leadership

Did you know there is a new executive director of our Beta Alumni Association? And a new president? Go to page 3 for details.

He is a Legacy, but He Has Never Been More Proud to Be a Beta Sig

Brother Barry Fireman '63 Shares His Story of Brotherhood

"But why interview me? I have never been a big player in the Beta Sig organization."

Barry Fireman '63 proves in the first two minutes of an interview that he is a modest man, and, in his words, many of the Beta Sigma Beta brothers are, too.

Barry Fireman got his start in the fraternity from his brother, a member of the original Beta Sigma Rho fraternity. Through the trials of pledging, he became a brother and forged a bond with many of its members that would last a lifetime.

"Well, there was a comradery that existed in the Beta Sig family. There was a brotherhood; there was a certain feeling that I'm sure other guys in other fraternities know. If you're not involved in a fraternity, it's kind of hard to explain. But there is a bond between us, among us, and no matter how many years go by, no matter how much time goes by, it's always there. If any of those guys needed help ... one of them ... I would step up. That's what Dave did for me. And he was my fraternity brother. Not my pledge brother! There was a certain bond we will never forget."

The "Dave" that Fireman speaks of is **Dave Lipson '65**, or, as Fireman calls him "Mr. Beta Sig," who stepped up to help Fireman's daughter — suffering from a serious genetic condition — get access to a doctor in Washington, D.C., who was closed to new patients. Through friends of friends and other Beta Sigs whom Fireman had never met, Lipson was able to get his daughter the care she needed.

"I had tried to say thank you; I said it over email and over the phone, and I sent him a tray for Passover. I thought I would see him at the 100th anniversary dinner so I could thank

him in person, but he died a few weeks before the dinner," he said. That evening at the 100th anniversary dinner, as Fireman recalls, the crowd was in its usual rowdy and jovial form. However, the minute he mentioned the name of David Lipson, you could have heard a pin drop.

"The rest of the night," he said, "I wore my pledge card around my neck. It read, 'I am a legacy. That is the only reason I am here.' And you know, that is true. I am a legacy, and they didn't have to like me or want me. But I must tell you, after what Dave did for my family, I have never been more proud to be a Beta Sig than I am today."

Fireman has also done a lot since his graduation in 1963, including interaction with other Beta Sigs:

"I got out of college and almost got drafted. But my Beta Sig roommate got me into the reserves where we both hid out from being sent to the Vietnam War ... In the '60s, if you were not a student, you got drafted. You didn't have much of a choice. In those days, if you were lucky enough to find a reserve unit that was taking recruits, you could go on active duty for six months and then spend the rest of the six years in the reserves. I jumped at the opportunity the day after my Beta Sig roommate told me about it. I served six years and never got called up.

"After the army, I entered my family's business, which was coin-operated equipment. Video games, cigarette machines, juke boxes, etc. Anything that operated with a coin, we did it. My older brother, who was also a Beta Sig, was my mentor."

But this, he says, was not his biggest achievement:

"My marriage to my wife was one of my biggest life highlights as well as the successful rearing of my three children."

He corrected himself, "Helping my wife rear our three children. Being successful in business was necessary, and we worked hard to make it happen. My brother did well at times and at other times we struggled, but it all ultimately worked out. My brother and I were really good partners."

In his spare time, Barry Fireman has also had time to write a book titled, "From The Broken Windows: A Story of Survival," which came out in 2009. The book chronicles the survival of the Fireman family during historically unheralded times when Jews found themselves under attack in their towns and homes in early 20th-century Ukraine. The story covers the circumstances of the appalling escape and flight to America. The book is available on Amazon Kindle, in hardcover and in paperback, and all the proceeds from book sales go to charity.

"But why me?"

If one thing is clear about Barry Fireman, it is that he is a genuine and kind person. His life's mission is "to be an honest man," and he hopes that his children remember him as an indulgent father who stayed involved with them and who loves them unconditionally. Lastly, he hopes he left them with the same legacy that was left to him by his grandparents and parents.

But perhaps the most poignant thing he said tied back to the members of the Beta Sigma Beta Fraternity and his continued support of Beta Sigma Beta: "Every guy that I ever met, all the values that they stood for, are still there. And that's why I continue to support Beta Sig. It's a worthwhile organization that deserves to continue."

In these times, it is certainly rare to have such a bond. He remarks, in advice to Beta Sigs, new and old, "Keep the fire burning! Remember the legend of 249. Every brother should know it and remember it and keep it in their hearts."



So, What's Your Story?

Alumni have told us time and time again they want to read about their brother. However, sometimes it's hard to write about ourselves. You ask, "What story would a brother want to read about me and find it interesting?"

Well, it's just like writing a resume! Have you have started something new or turned around something that needed a certain

level of expertise? Or have you served in a way to help out an organization or person who is near to your heart or have overcome something with great courage? That's what we are looking for!

So whether you ran a marathon this last year, welcomed your first child, or had a reunion, tell us! Email our alumni relations partner at content@affinityconnection.com.

Beta Sig Ushers in a New Era of Alumni Leadership As Mink and Moss Take the Reins, Lichty Steps Down as BAA President

Earlier this fall, as **Jeff Licht '81** completed his three-year term as president of our Beta Alumni Association and President **Moss Walden '83** was elected into office, the Executive Board took moves to make an important change. Effective July 1, 2014, a new executive director was put into place. This position is responsible for daily interactions with undergraduates, parents, personnel, university officials, borough officials and State College police, when warranted. We are pleased to announce that **David Jay "Mink" Minkoff '81** applied for and was selected as Beta Sig's first executive director. **Dan Otto '08** is the new alumni treasurer. We take this opportunity to share a few comments from Lichty, Mink and Moss regarding this transition. To see the full stories, go to our website at www.betasigmabeta.com.

While I will remain an active member of our BAA Board, I am grateful to have served my fellow alumni, undergraduates and parents as the BAA president. The overall experience was great and very rewarding as I firmly believe you can never give back to Beta Sig what it gave and continues to give to each of us. I got the opportunity to interact with several

undergraduate chancellors and their executive boards. It keeps you young in spirit with an excuse to return to Happy Valley as often as possible. I'd like to thank my Board of Directors for all of their assistance. Our fraternity is in great shape and should continue to separate itself as the number one house at Penn State long into the future.

*- Jeff Licht '81, Outgoing BAA President
jeff.licht@naimertz.com*

I am very excited to become the inaugural Executive Director for the Beta Alumni Association. My primary goal will be to get a tight grasp on Beta Sig's expenses and to make sure we are spending wisely and not being taken advantage of by the undergrads as well as our vendors and contractors who know that the BAA has been managing from afar ever since its beginning. I plan to be at the house for a few hours every other week (if not more) to show all associated with Beta Sig that "there's a new sheriff in town." Additionally, I would like to commend Jeff on the tremendous job he did as BAA president. Not only has Beta Sig improved physically the past three years, so has

the caliber of the brotherhood which has also lead to an increase in the number of brothers (89 to start the fall semester). I hope to see you all around the house this fall, especially during Homecoming weekend.

*- David Minkoff '81, BAA Executive Director
dminkoff41@gmail.com*

I want to commend Jeff Licht for his commitment and dedication to all Beta Sigs for the past three years. I cannot imagine a more devoted leader. Jeff, I fully respect and appreciate all of your unbridled enthusiasm throughout your entire term. Hopefully, you will be available to provide advice and guidance to me from your exceptional experience. I look forward to working with Mink, Dan Otto, our executive board and all of our loyal alumni. We are currently planning our Homecoming festivities for the Northwestern game for the weekend of September 26-28. Buckle your seats belts as the James Franklin era is set to begin. NOTHING is better than a fall football weekend in State College with fellow Beta Sigs.

*- Moss Walden '83, BAA President
moss.walden@snapon.com*

ATHLETICS

Game On at Beta Sig!

Chapter Unveils New Multisport Court

By Jeffrey Licht '81, President Emeritus, Beta Alumni Association

I am so pleased to inform our alumni that after a little more than two years, my dream of installing a multipurpose sport court at Beta Sig has become reality.

The court is located in the back of the house. Due to space constraints, the sand volleyball court was relocated to the front of the house. The sport court measures 30 feet wide by 54 feet long. The basketball court features two 72-inch Plexiglas backboards and 3-point lines, allowing for a full-court basketball game. The court is also ideal for hockey and futsal. Additionally, two poles and an adjustable net were included in the package to accommodate platform tennis, badminton, handball, newcombe and volleyball.

The court is comprised of revolutionary plastic tiles. Our court colors are primarily blue with painted accents in gold. Our fraternity letters are featured along the length of the court, and the Penn State athletic logo can be found at center court. All lines are in white.

This court will provide our undergraduates, alumni and guests with fun for many years. And it will undoubtedly afford us another competitive advantage in our rush program as well as yield return from philanthropic endeavors.

Stop by and experience it first hand at Homecoming. Maybe you can catch a little alumni versus undergrad basketball action.



Top shot is from 1978 featuring Jeff Licht '81 soaring for two points. Also pictured are Steve Odell '79, Nate Levine '81, Steve Glass '81 and David Minkoff '81. Bottom shot is the newly installed court.

ANNUAL FUND

Are You a Lifer?

As brothers of Beta Sigma Beta, we have certainly said it before: Beta Sig for life. But just as a “like” on Facebook means we can support something from a distance without completely becoming engaged or invested, we are wondering what “Beta Sig for life” means to you. Does it actually mean anything, or is it just a feel-good notion that rests in your mind as you hope that others are taking the reins and doing what needs to be done to keep Beta Sig

competitive on the Penn State campus?

Heavy stuff? Yeah, maybe. But as you have already read in this newsletter, members of our alumni brotherhood are really living their “Beta Sig for life” pledge. Homecoming 2014 should get you thinking about what you can do to support Beta Sigma Beta at Penn State. You can attend an event, provide feedback (our survey), share your stories, throw a reunion in Happy Valley or you can make a

financial gift.

As we kick off our 2014-15 Annual Fund giving year, we hope you will support Beta Sig through a new or renewed contribution. Use the enclosed form to send designate the appropriate gift and mail it in with your check and Homecoming form. Or, go to www.betasigmabeta.com and click on “Donate” in the upper right-hand corner. All gifts are appreciated.

ALUMNI UPDATES

Peter Roth '63

(peter@heartriver.org) My website is heartriver.org.

Barry Isdamer '69

(barryisdamer@verizon.net) Celebrating my 44th wedding anniversary to my wife, Marsha, this December. Enjoying my three wonderful grandsons, ages 10, 7 and 6. Still practicing dentistry full time.

Laurence Silverman '70

(larry1224@gmail.com) **Ike '70** and **Spider '70** spent 24 hours together at the Shawnee Inn on August 27-28. Floated down the Delaware and hiked above the Delaware Gap. Simply perfect.

Robert L. Simon DMD '72

(simonrobertldmd@bellsouth.net) Still practicing dentistry (37 years) in South Florida, playing golf, still married to the first wife, enjoying good health, proud of both boys (Scott, 25, and Brendan, 22) and extending an invitation to any brothers coming to South Florida to play golf at the Seagate Country Club. Call 888-BETASIG!

Andrew Bergstein '74

(axb35@psu.edu) I recently retired and am getting another degree in international politics and international relations.

Brad Stoltz '86

(drbradstoltz@gmail.com) Proud that my daughter Jessica is starting Penn State as a freshman this fall 2014.

Stuart J. Spivak '87

(stu@spivakfinancial.com) Remarried 2 1/2 years ago to Shelly, and we just had our first child (at my young age of 48) ... Sophia Rose Spivak, born 8/15/2013. What a blessing!

Sophia Rose Spivak



Dan Otto '08 Ties the Knot

Saturday, June 28, marked the wedding date for **Dan Otto '08** and Chantelle Hess. The two met at a Beta Sig party, and their first date was a Beta Sig formal. Several Beta Sigs returned to help them celebrate in this special day. Dan and Chantelle nailed the particulars right off the bat at the bar with a memorial to David Lipson, including a specialty martini and a Penn State/Beta Sig ice sculpture for shots. Dan's inner circle of guests included fellow BAA Board Members **Jeff Licht '81**, **David Minkoff '81**, **Ron Gorodesky '79**, **Steve Witten '78** and **Barry Eisman '08**. This Beta Sig group was complimented by young 2008 studs: **Zach Asbury '11**, **Casey Lipson '11**, **Jon Shaw**, **Andrew Smith**, **Brett Gottlieb** and **Corey Katzen**. The ceremony was beautifully orchestrated and the party was a blast. Chantelle obviously had Dan take dancing lessons as they kicked off festivities. Dan was quickly taught two new words to add to RHDUP when his father-in-law instructed him to say “Yes Dear” to his wife from now on. The Nittany Lion made a surprise visit. Thankfully, he came solo so was able to dance and take pictures with the many Penn Staters and wannabees in attendance. The Beta Sig Boys sang the Sweetheart Song, not realizing there had been a melody change between decades. Go to www.betasigmabeta.com to view the full photo album.



SURVEY

What Do Beta Sig Men Really Want?

Do you know? Sorry to burst your bubble. We don't know either. We think we have a good idea, but rather than speculate, we want your answers.

Our alumni relations firm is conducting a survey to help us give you a better alumni relations program. So please, two minutes is all we ask. Go online to www.surveymonkey.com/s/6YCPNHM and tell us what you think! Speak candidly. Your insight is more valuable to us than you know. There is also a place for you to leave us an update on what is happening with you.