

IN MEMORIAM

We are saddened to learn of the deaths of the following brothers:

Victor Crown '47

Arthur Makadon '64

Former sweetheart,
**Esther Eisman, wife of
Stan Eisman '48**

Beta Sigma Beta sends condolences to their friends and family.

RECENT INITIATES

Beta Sigma Beta welcomes 10 new brothers this spring!

**Noah Ackerman,
Bala Cynwyd, Pa.**

**Joseph Corzo,
Davie, Fla.**

**Tyler Julian,
Clarks Summit, Pa.**

**Jake Margulis,
Syosset, N.Y.**

**Clement Martel,
San Diego, Calif.**

**Chase Matesich,
Plandome, N.Y.**

**Gal Nechemia,
Cherry Hill, N.J.**

**Luke Needleman,
Pikesville, Md.**

**Noah Pearlstein,
Potomac, Md.**

**James Weiss,
Maple Glen, Pa.**

Congratulations to all new brothers! We look forward to seeing what they can accomplish.

Beta Sig NEWS



Spring 2015

2015 FOUNDERS' DINNER

**Join Us Later in May for a Cocktail Hour and Reception
Featuring Guest Speaker Jay Paterno**

Beta Sigma Beta will host its Founders' Dinner on Friday, May 15 at the Parx Casino and Racetrack in Bensalem, Pa. where former Penn State football coach Jay Paterno will serve as guest speaker. Festivities are slated to begin at 6 p.m.

Paterno, who coached notable players such as Michael Robinson and Daryll Clark during his tenure as Penn State's quarterbacks coach, is also a best-selling author and noted public speaker. His recent book, *Paterno Legacy: Enduring Lessons From the Life and Death of My Father* is currently available

and Paterno will be on hand starting at 5:30 p.m. to sign copies of the book which will be available to all those who attend. Paterno will also stay after dinner. Beta Sigma Beta will also be raffling off a free Homecoming weekend valued at approximately \$1,300 to one person in attendance. Homecoming weekend is Oct. 9-11 and Penn State will play Indiana at Beaver Stadium.

For more information please contact **Moss Walden** at (215) 870-6645 or email moss.walden@snapon.com.



Brothers from the '80s: (from left to right) Steve Glass, Steve Savran, Rick Marks, Jeff Licht, David Minkoff and Rich Scheinoff share a moment at the 2012 Founders Day dinner

2015 AUTISM SPEAKS U RACE

Beta Sig Continues to Raise Awareness, Funds for Autism

When **Adam Dorfman '07** and **Andrew Moses '07** organized Beta Sigma Beta's first Autism Speaks U 5K Race/3K Walk in 2006, they saw it as an event that could develop, expand and bring in large funds to help support those who suffer from autism spectrum disorders.

Ten years later, Dorfman, Moses and a host of Beta Sig alumni and current brothers are witnessing that growth and experiencing quite a bit of success. "As all the Beta Sig alumni know, our first event at Penn State led to the birth of Autism Speaks U nationwide," Moses said recently. "It's on 70 campuses now in 21 states and Beta Sig was the model for all that."

They've also seen the results as each participating organization has contributed to a total of \$7.2 million raised so far. On April 11, Beta Sigma Beta chipped in a six-figure sum to that overall total as

our Penn State chapter held its 10th Autism Speaks U 5K Race/3K Walk downtown. With about 1,000 participants – many former and current brothers – Beta Sig surpassed its fundraising goal by \$5,000 and raised \$105,000 including more than \$20,000 raised over the last week.

As for the 3.2 mile course? Dorfman described it as one of the tougher 5K circuits in Centre County – starting at the municipal building and snaking its way across the hilly residential area southeast of campus.

"At Penn State, what we're seeing is more organization on campus, getting involved to host and participate in this," Moses said. "So I think the roots are going to grow wider in State College at this event and I think that will be key for the event's continued growth." A date for next year's race will be announced soon.

ALUMNI UPDATES

Gould Co-Produces Aspergers Documentary

Julian D. Feldman, M.D. '54

judf@comcast.net

I have a new grandchild (my older ones are 25 and 22 years old thanks to my daughter). My son, Michael Feldman and his wife, Savannah Guthrie, have a seven-month old baby, Vale.

Peter Roth '63

peter@heartriver.org

I graduated in 1965. I have a weekly internet radio show "Energy Stew" that's been on the air for nine years at prn.fm and my archives are at energystew.podbean.com

Richard Gorodesky '82

richard.gorodesky@collier.com

I have been elected to the Board of Directors of the Penn State Alumni Blue Band.

Keith Singer '89

ksinger13@aol.com

I am married to Mishelle Singer who gave birth to our third son, Eli Max Singer, on May 29, 2014.

Jonathan Gould '93

jg@lawsonpaige.com

My wife, Heather Saks Gould '95, my family and I relocated to Scottsdale, Ariz. from New Jersey in 2008 with our two children, Cory and Mallory. In 2013, Heather and I co-produced a film about our son, Cory, entitled, "For the Love of Dogs – A Film About Dogs, Family, and Aspergers." It follows Cory over the period of a year, demonstrating how his

interest and passion for dogs helped him open his communication with the world around him. Cory has Asperger's Syndrome, an autism spectrum disorder, which now affects one in every 68 children.

We had no idea the impact our story could have, and this short documentary earned several film festival awards in 2014. When you have a moment, visit our webpage to view the three-minute trailer: www.loveof-dogsmovie.com. We are preparing to distribute the film in April, "Autism Awareness Month."

Please visit our pages on Facebook and Instagram and share with your friends and families. Also, don't forget to support the Beta Sig philanthropy, AutismSpeaksU this April as well!

Adam Brandeis '98

abrandeis@gmail.com

I have started a new personal computer consulting business (local and remote help available). Help desk by Adam can be there to help you with most computer problems from WiFi network setups to iPhone and iPad issues to virus and malware removal. The web address is <http://www.helpdeskbyadam.com>. We also had a baby in October 2014: Hudson Star Brandeis. Drake and Jameson were very excited to meet their new little sister.

Lee Meyers '04

lmeyers108@gmail.com

Grant Edward Meyers was born Aug 28, 2014 to Robyn and I in Dubai, United Arab Emirates. Robyn, Grant and I will be relocating back to New Jersey in April.

Matthew Hess '05

matthewbh@pga.com

My wife is due on April 19 with our second son. I am the new Head Golf Professional at The Club at Creighton Farms in Aldie, Virginia.

Eric Roseman '12

emr33190@gmail.com

I wish I retired, but I did get a new job and all of those real estate alumni out there better listen up! I recently joined a New York City Real Estate Tech Startup called Floored. We work with Real Estate owners and developers to create web-based 3D virtual models of real estate development projects. I specifically cover the Pacific Northwest and spend my time meeting with developers in those areas.

David Lipner '13

dbl418@gmail.com

I was recently on vacation in Austin, Texas for a bachelor party. I had a great time and encourage my fellow brothers to check out the city.

Update other brothers on your status by sending your news to:
alumninews@affinityconnection.com.

COACHES CARAVAN

Catch Up with Brothers and Interact with Penn State Coaches as Caravan Rolls into Your Area in May

Brothers all across the Keystone State, parts of New Jersey, Baltimore, New York City and Washington D.C. will have chances to gather and hear from Penn State coaches who will tour the region in May.

The 12-stop Coaches Caravan will roll into Harrisburg on May 5 to kick off the tour that is open to the public. The caravan will continue on with stops in Lancaster, D.C., Baltimore, Altoona, Pittsburgh, Philadelphia,

New York City, Parsippany, N.J., Allentown and Wilkes-Barre with Penn State football coach James Franklin headlining each event. Franklin will be joined by a handful of his assistants and other Penn State head coaches at each event. Men's hockey coach Guy

Gadowsky and women's golf coach Denise St. Pierre will join Franklin at the first six stops in Harrisburg, Lancaster, Washington D.C., Baltimore, Altoona and Pittsburgh.

The second leg of the caravan begins May 19. Franklin will be joined by men's basketball coach Patrick Chambers at stops in Philadelphia, New York and Parsippany. Wrestling coach Cael Sanderson will join the tour for stops in Philadelphia, New York, Parsippany, Allentown and Wilkes-Barre and women's volleyball coach Russ Rose is slated to be at the New York, Parsippany, Wilkes-Barre and Allentown stops.

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General public registration is underway at www.alumni.psu.edu/coachescaravan and www.GoPSUsports.com. During registration, attendees will be able to submit a question for a specific coach.

At each event, Penn Staters will be treated to a presentation by Franklin and at least two other head coaches and have the opportunity to ask questions about the Nittany Lions' nationally recognized 31-sport athletic department. Attendees will be able to submit

a question for a specific coach when they register or at the event.

For full details and stop locations visit www.GoPSUsports.com.

PROFILE: MICHAEL COHEN '81

From Pizza to Real Estate, a Beta Sigma Beta Brother's Professional Trinity Helped Him Achieve Career Goals

For 11 years, people filed through the doors of **Michael Cohen's** Sun Valley Pizza shop just outside of Philadelphia. If you were hungry, he'd serve you a slice. If you needed a job, Cohen would likely hire you if you were a Penn State student or graduate. If you were a Beta Sigma Beta brother? That was a good enough – and trustworthy enough – credential right there.

"I hired Beta Sigs for years and years and years," Cohen ('81) said recently. "They would constantly come back. If they would say, 'I'm a Beta Sig,' I'd say, 'You're hired.'"

This Beta Sigma Beta network has continued to come in handy. And Cohen – like many do – realized it was a talent pool that ran deep. It continues to do so to this day. Take Brother **David Gibbs ('91)** for instance. He was one of those Beta Sigs who Cohen hired on the spot. Gibbs later became a crucial cog in Cohen's operation. His daily duties eventually evolved farther than serving up slices.

"He worked for me all through college," Cohen said. "One day he called me and said, 'I just passed my CPA exam. I'm a CPA.' And I said, 'Okay, we'll give you a shot.' And we moved all of our accounting over there."

Cohen wouldn't stay in the pizza business. He sold his shop in 1999, as the day-to-day requirements of being a dad to two daughters outweighed what it took to run a successful restaurant. When Cohen did sell Sun Valley Pizza, he had decided on a full career change at age 40. He didn't have another job lined up. Armed with experience and an entrepreneurial spirit, Cohen knew he had firm ground to stand on and plenty of options, however. There was also that Beta Sigma Beta network – comprised of younger professionals Cohen helped start out at the pizzeria and older brothers like **Ron**

Gorodesky ('79), some of which helped point Cohen in the direction of starting his own restaurant in the first place. Just a few months after he turned over his pizzeria, Cohen's phone rang. It was Gorodesky. He wanted to meet for lunch. So the two friends met up and Gorodesky eventually took Cohen back to his office. There, he surprised his friend with an offer to work for his restaurant advisory company.

"He said, 'Here's your desk, here's your computer. You have a job,'" Cohen said. "So I took him up on it." For Gorodesky, it was a no-brainer to hire someone who would bring a certain familiarity to the office.

"Whenever someone comes into a firm that you don't know you've got to get to know them," Gorodesky said recently. "I didn't have to do that with Michael. We hit the ground running right away. That was nice."

Gorodesky's Restaurant Advisory Services has grown and serves over 100 clients. Getting his foot in the door with the brokerage side of Gorodesky's business helped springboard Cohen into real estate.

"He was the building block of my real estate career," Cohen said of Gorodesky.

Over the past decade, Cohen has built a nice reputation for himself. He's been featured on the cover of Top Agent magazine, a publication that honors the country's best real estate personnel and has earned a reputation as a dedicated realtor who has moved many properties many have determined or labeled "too difficult to sell." He was named the No. 2 agent for RE/MAX sales in 2011 and earned the Platinum Award for RE/MAX Internationals in 2012. He was also ranked No. 159 that year in total transactions in the country according to Top Agent magazine.

Meanwhile, Gorodesky and Cohen are still on the lookout for any Penn Staters – especially Beta Sigs – that may come their way.

Gorodesky was recently looking for interns to help out on a hotel project in Philadelphia. He's seen Beta Sigs come and go like Cohen did over the years. And he's seen results for those who can tap into and remain connected to the Beta Sig network.

"Of course they all got job offers," Gorodesky said. "It absolutely applies."

In Cohen's case, that rings true. He still uses Gibbs – his pizza-delivery-boy-turned-financial-expert – as his personal CPA. And Cohen has made plenty of referrals on behalf of his Beta Sigma Beta brother over the years since they reported to work every day at that pizzeria.

"He worked for me all through college," Cohen said. "I've been referring everyone too him. All my customers use him, my sister uses him and friends of ours use him. I think he's great."



Michael Cohen '81

ALUMNI REPORT

State of the Greek Community ... How Does Beta Sigma Beta Measure Up? Help Us Continue to Guide Our Undergraduates in the Right Direction

It only takes a quick glance through today's headlines to understand that the Greek system is under attack. Fraternities who previously boasted of some of the best experiences young men could have during their college days are

"As alumni, we understand that we cannot ask a lifetime of experience from young men who are just learning what leadership means. We have to show them."

now trying to figure out how it all went so wrong. How did they go from 120 "outstanding young men" to doors that will remain closed for one or two years, or indefinitely? And, even more importantly, where do they go from here? Our fraternities at Penn State have one very important dynamic working in their favor. In

most cases, our undergraduate brothers are students first, then brothers, officers, volunteers, employees and the list goes on. They have come to Penn State to get one of the finest educations one can get. As a result, they have a lot at stake and seem to hold all aspects of their Penn State experience in high regard. I want to take just a few minutes to encourage our alumni to be part of their development process. As alumni, we understand that we cannot ask a lifetime of experience from young men who are just learning what leadership means. We have to show them. That is how we learned. For some of these young men, our guidance is all they have as they prepare to enter society as educated, responsible and philanthropic individuals after graduation. Please consider how you can play a part in their lives. It doesn't have to be a significant time commitment from you.

"How did they go from 120 'outstanding young men' to doors that will remain closed for one or two years indefinitely? And, even more importantly, where do they go from here?"

Volunteer to be a mentor. Be on the lookout for internship and job placement opportunities within your company. Become part of our alumni board. Or just stop by the house now and then to see how things are going.

Please continue to support our alumni relations program. To find out how or what you can do to get involved, email Alumni President Moss Walden at moss.walden@snapon.com

HONOR ROLL

We're halfway to our donation goal, help us get closer!

Beta Sigma Beta's giving year is at its halfway point and so far has raised \$8,158 with the help of 49 donors with a goal to get to 100 donors by August 31. Remember, our annual fund supports our communications program, our website, our database and events which keep our brotherhood connected. We raised \$14,941.68 last year and we need your help to get back to a similar figure. Will you help us close the gap?

Go to www.betasigmabeta.org and click on "Donate" in the upper right-hand corner to make your gift today.

<i>Robert Casnoff</i>	1947	<i>David Richin</i>	1970	<i>Richard Zendel</i>	1980
<i>Stanley N. Eisman</i>	1948	<i>Laurence A. Silverman</i>	1970	<i>Michael P. Cohen</i>	1981
<i>Richard Goldsborough</i>	1949	<i>Stuart Levin</i>	1971	<i>Richard Gorodesky</i>	1982
<i>Murray J. Brill</i>	1950	<i>Jack Kessler</i>	1972	<i>Robert Marks</i>	1982
<i>Lewis Stone</i>	1950	<i>Andrew Lyons</i>	1972	<i>Kenneth Lehrer</i>	1983
<i>Daniel Veloric</i>	1950	<i>Steven Rifkin</i>	1972	<i>Norman Nelson</i>	1983
<i>Mimi Barash-Coppersmith</i>	1953	<i>Robert Simon</i>	1972	<i>Jack Collazzo</i>	1986
<i>James Ginsberg</i>	1956	<i>Barry Gross</i>	1973	<i>Glenn Kitnick</i>	1987
<i>Edwin Goldenberg</i>	1956	<i>Wayne M. Rozran M.D.</i>	1973	<i>Kenneth Sidney Goldberg</i>	1988
<i>Sy Delfiner</i>	1959	<i>Andrew Bryman</i>	1976	<i>Daniel Jeck</i>	1989
<i>Robert Jubelirer</i>	1959	<i>Mark Cohen</i>	1976	<i>Joshua E. Goldberg D.O.</i>	1992
<i>Marc Zuckerman</i>	1960	<i>Stuart Lessin</i>	1977	<i>Adam Kaback</i>	1992
<i>Herbert Nurick</i>	1962	<i>Bruce Asam</i>	1979	<i>Jason Kushner</i>	1993
<i>Richard Weissfeld</i>	1962	<i>Steven Savran</i>	1979	<i>Michael Miller Kranich, Jr</i>	1995
<i>Mark Schwarz</i>	1964	<i>Robert Sykes</i>	1979	<i>Blake Rubin</i>	2001
<i>Barry Isdaner</i>	1969	<i>Louis Goodman</i>	1980	<i>Armand D'Alessandro *</i>	2012
				<i>Chris Shapiro *</i>	2012

Reflects gifts received as of April 13

We would like to thank all of our first time donors this year who have decided to step up and give for their first time to the annual fund!

Thank you gentlemen for your support and for making your voices heard!

<i>Robert Casnoff '47</i>	<i>Barry Isdaner '69</i>	<i>Michael P. Cohen '81</i>	<i>Glenn Kitnick '87</i>
<i>James Ginsberg '56</i>	<i>Mark Cohen '76</i>	<i>Kenneth Lehrer '83</i>	<i>Michael Miller Kranich, Jr. '95</i>
<i>Edwin Goldenberg '56</i>	<i>Bruce Asam '79</i>	<i>Jack Collazzo '86</i>	<i>Blake Rubin '01</i>
			<i>Armand D'Alessandro '12</i>