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Spring 2022

FROM THE VICE PRESIDENT & PRESIDENT

Dear Beta Sigma Beta
Community,

It is a pleasure to connect with you all! Spring semester is off without a hitch, join us in welcoming 25 new Beta Sigs into our community. This would not have been possible without the support of our new Undergraduate Leadership Team led by Dylan Blatstein (Chancellor), Jason Finberg (Vice-Chancellor), along with Marcelo Demoraes (Rush Chairman), and the entire Spring Rush Team. These 25 new members will make an excellent addition to our constantly growing & evolving community.



This year, THON broke its record high in raising \$13.7 million for the kids, the previous record was set in 2014 at \$13.3 million. Congratulations and special thanks to our three dancers Ethan Jeck, Jack Sorkin and Pierce Barbour for their 46 hour endurance effort, we were all cheering you on.

We are constantly looking at opportunities to advance our Alumni Board with more expansive skill sets and greater reach among our community. With that, it is our pleasure to announce our newest Board member addition, Aaron Portner. Portner is a 2016 graduate who served as Undergraduate Chancellor in the Fall of 2014 and brings an array of fresh ideas and structures for Undergraduate relations such as Rush, New Member Education, and Judicial Board positioning. Anyone willing to volunteer their time to help Beta Sig thrive is doing a service to our entire community and we want to deeply thank Portner and our entire Board for their constant dedication.

Most importantly, thank you to each and every member of the Beta Alumni Association that helps make our community thrive. While we are only a single chapter at one university, the stories we hear from recognizing our organization all over the world are incredible. We urge you to continue sharing your stories and pictures with us so we can highlight them to the community as seen in this newsletter and all of our communications. These stories can be submitted through our website at BetaSigmaBeta.com or by emailing us at betalumboard@betasigmabeta.com.

Fraternally,

Jordan Brown #890 & Jonathan Spiegel #512

ALUMNI PROFILE

Ethan Asam '18

We recently reached out to our amazing alumni members and asked what they have been up to since Penn State. Read on to see what our alumni brother **Ethan Asam '18** had to say.

Who do you still hang out with from Beta Sigma Beta?

Around 15 guys from my PC alone live in NYC and we make it a priority to see each other weekly and even coordinated a PC trip to Deep Creek Lake this past Summer. We also see plenty of other beta sigs who live in NYC and Philly often and we are always inviting each other to various events and outings.

Tell us about your family—are you married?

I am not married but have an amazing girlfriend. I am living in New York City in the Flatiron neighborhood currently. I'm currently living with 2 members of my pledge class as well (Ben Doyle and Jon Winneg). I love how vibrant and exciting my community is. There are always so many things to do whether it's hitting a bar with the guys, concerts, sporting events, or even just stopping by the local farmers market at Union Square.

Are you advancing your education or working in your dream career?

I am currently working as an Enterprise Account Manager at Oracle and Beta Sig definitely helped me get to where I am today. The networking opportunities help you in ways you never even realize. My network across PSU helped me a ton during my time here at Oracle.

Do you volunteer in your community? What hobbies and talents continue to bring you joy?

Volunteering opportunities during Covid were not always available but I am planning on volunteering here in NYC very soon. I'd say a big hobby of mine is of course keeping up with PSU football and us in NYC make sure to watch every weekend together. Not the best time for this to be a hobby though! Another hobby I love is playing IM basketball; my friends will tell you I was always an IM aficionado. Myself and Max Album have our 4th IM game tonight in fact and we are looking to go to 3-1.



**Have an update
you'd like to share?**

Email us at alumninews@affinityconnection.com



THROWBACK TO THE GOOD OLE DAYS

Back in the Day ('73)

Who doesn't love a good throwback photo? Well, we sure do have some throwbacks for you! Check out this photo **Barry Fireman '63** recently sent in of Beta Sigma Beta from back in the day. Here is what Barry had to say about the photo.

Barry Fireman '63 Remembers the Story of Steve Sussman's '63 Nickname (578)

All of you who were in my fraternity from 1959 through 1962 should remember a guy named Steve Sussman. The last I heard of him he was living on an island off the Pacific Coast of California, but I will never forget him... big tall red headed guy who played the uke and guitar. His nickname was O.W. Most of you will not remember how he got this nickname. So here's how it happened:

During my semester as a pledge, Beta Sig was preparing for Spring weekend and we were building a float for the parade. We had combined our efforts with (I think) Kappa Kappa Gama Sorority and every night leading up to the big event everyone met at the Beta Sig house for a work session. The theme of the parade was Camelot. The method by which we constructed the float was to build a wooden frame onto a farmer's wagon which we had rented and then place chicken wire around the frame in a form that resembled a dragon. Then we would stuff the holes in the chicken wire with brightly colored napkins and crepe paper. Inside the dragon we were to build a platform upon which Steve Jacobs would stand and blow a tuba or a trumpet which was to be the dragon's roar. I believe we had a bucket of water in there with dry ice to have steam or smoke coming out of the nostrils.

The project was going along just fine until we realized that we did not have enough wood for the inside platform upon which Steve Jacobs would be standing. Also we were over our budget and didn't have enough money to buy any more lumber. Al Loeb, our pledge master came to me and asked me to get a pledge brother of mine and go out to find "scrap" wood where ever we could scrounge it. So off we went, Steve Sussman and I, to find "scrap wood". We tried to find building sites, but there were no scrap



Taken in front of Beta Sig house circa 1960. Ben (Buddy) Zuckerman, Barry Fireman, Ed Urie, Jim Kridel, Barry Ross, Arnie, Gene Chaiken, Richie, Frank Ash.

pieces to be found anywhere. It got to be around 11:00 PM and all the girls had gone back to their dorm. Steve and I had brought back a few boards we found here and there, but not enough to finish the project. We finally ended up at a lumber yard around midnight. Steve jumped out of the car, scurried under the fence before I realized what was going on, and to the sound of barking

"We finally ended up at a lumber yard around midnight. Steve jumped out of the car, scurried under the fence before I realized what was going on, and to the sound of barking dogs, ..."

dogs, he began throwing pieces of lumber over the fence and I began packing the wood into my car. I begged him to come out as the sound of barking dogs became louder and closer. But he just kept throwing wood over the fence. I couldn't just drive away and leave him

there. So we loaded up enough wood to finish the project and he finally came out from under the fence covered in mud. He got back into my car and we returned to the house triumphant having accomplished our mission. Allan Fair was the first guy we saw and his eyes bugged out of his head when he saw all the wood. "Where did you get it?" he asked. "O. W." (name of the lumberyard) was the answer we both gave and I told Allan the story.

From that day on the name stuck. "Steve, I mean O.W. where are you? The cops are still calling me."

Barry Fireman '63
(Li'L FireBone)

ALUMNI PROFILE

Mike Marcus '67

"I've been fortunate enough to be successful, and it's so important to give back"

Mike Marcus '67, has had a long and successful career in Hollywood, and he points back to how Beta Sigma Beta helped impact him along the way.

He's had over 50 years of experience in the entertainment industry, working as an senior agent at CAA; serving as president and chief operating officer of MGM Pictures; and MAC Releasing, the feature film distribution company, which merged with ThinkFilm.

For the last 16 years, he has been Head of the Management Division of Echo Lake Entertainment. He is also involved with Penn State, serving on the Donald P. Bellisario College of Communications dean's advisory council, as well as chairing the board of Penn State's Hollywood campus.

He points to two specific ways that Beta Sigma Beta was instrumental in his success.

"I learned how to work with people who were different from me by living in the fraternity house," He said. "I've been in the people business for the last forty years, and it gave me a lot of background in dealing with different personalities — both those who are easier and those who are more difficult to work with."

He also pointed to another, more unusual, way that Beta Sigma Beta helped him launch his career. "I was the poorest kid in my class by far," he remembers. "And I was the concessionaire. I ran the Pepsi machine and the candy machine, sold party favors and sweatshirts. I decided to expand to other

fraternities and started to sell things to them too."

"Not only did that role help me hone my belief that I was good at sales, but it also staked me to the money I needed to move to California, buy a very, very used car, and put down my first and last month's rent on rooming. Fortunately, I found an opportunity within just three weeks of moving to Los Angeles." (He started out in the mailroom at a forerunner of the current ICM Partners in 1968, and was promoted to agent at the end of that year.)

So why Beta Sigma Beta? "I was a fraternity member in high school, so it was the next logical step for me," he said. "And I felt more at home with the guys who were there, than I did at some of the other fraternities. They were the kind of people who I wanted to be like. Plus, they weren't as raunchy and wild as some of the other fraternities."

He says some of his best memories in the house were his pledge class friendships. "More than anything, they were so special. I visited some of them over summers, and **Peter Sterling '67**, **Hank Woloz** and I took a trip to California — a place where I'd never been."

Today, he says, "I have been fortunate enough to be very successful and it's important to give back, both to Beta Sigma Beta and Penn State."

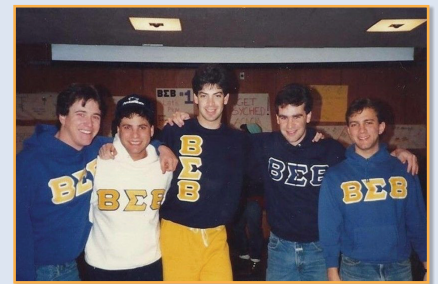
"There have been some recent problems with our fraternity, and very involved alumni

have been extremely proactive to step up to fix those problems. That's what it takes."

"If you enjoyed living in Beta Sigma Beta, you need to give back. I've always been involved, am happy to stay involved, and give when I'm asked. It's very important to give back."

Without Beta Sigma Beta, I wouldn't have had some of my best friendships that I've had since I graduated. They are very near and dear to me.

CATCH US ON PSU BARSTOOL



Did you see us on Penn State's Barstool Instagram page?

If you did go check out the throwback photo?

Do you recognize yourself or *someone you know*?

Email updates@affinityconnection.com and let us know who is in the photo, the year, and what was going on!

VITAL STATS OF BETA SIGMA BETA

A healthy fraternity is at the heart of everything we strive to be. To keep our fraternity healthy, we keep a close eye on the key statistics and our brothers. With your support we are able to help fund reunions, support the future of Beta Sigma Beta, and keep our alumni communications strong. Check out the vital statistics of Beta Sigma Beta here.

Beta Sigma Beta
The Pennsylvania State University

This report includes contributions to the Annual Fund. Event and Capital Campaign Contributions are excluded.

Date Run 1/11/2022
Fiscal Year 9/1

