



A Letter From our Alumni Committee

By Jon Weinberg '13,
Alumni Chair

Dear Brothers of Beta Chapter,

It is hard to believe that our centennial celebration is fast approaching! Dennis, the alumni board, and the undergraduate brothers have been making preparations for what will surely be a memorable and eventful weekend.

If you have not yet taken the opportunity to do so, please visit our new and improved website at www.sambeta.com. I would like to offer special thanks to those who have given me feedback and

offered suggestions for content. Thanks to your efforts, we were able to add old editions of the *Beta Bulletin*, as well as update and expand the "history" section. I look forward to further adding useful content, such as a directory and networking forms.

I look forward to meeting all of you at the centennial, but don't hesitate to introduce yourself before then! I can be reached by e-mail at jmw398@cornell.edu or by mail at 10 Sisson Place, Ithaca, NY 14850. The undergraduate chapter is dedicated to reconnecting with alumni and looks forward to doing so at every opportunity.

Beta Bulletin to Go Electronic, Be Distributed via Chapter Website

By Dennis Paese '73,
Alumni President

As most of you know, we have now begun posting the *Beta Bulletin* to the chapter web site at <http://sambeta.com/home>, under the "chapter news" section, so that it can be downloaded. This is an effort to save our alumni program the thousands of dollars it costs to print, stuff, and mail the *Bulletin* to over 1,000 alumni. Prior to mailing our most recent issue and this current issue, we have distributed e-mails referring you to the web site for a sneak preview in order to gauge the effectiveness of distribution through electronic means. The response has been very positive, and the number of alumni who read the *Beta Bulletin* via the web site is very high.

Despite the fact that the undergraduate chapter contributes \$2,000 a year to support your alumni program, voluntary alumni dues have never—except for two years of the past 25—been sufficient to cover the cost of the program. In 2010, the program ran at a deficit of almost \$4,000. I have personally covered this loss, and in the past several years, I have split that loss with Ira Dauber '73, whose generosity and support help maintain the program and keep my wife from divorcing me.

Our alumni program costs over \$12,000 per year, and alumni contributions to cover the cost of its operation fall far short of that. With over 1,000 living alumni, this is a poor state of affairs.

Therefore, starting in the fall of 2011, the *Beta Bulletin* will go 100% digital via the chapter website. This will reduce program expenses considerably, but not fully.

To those who voluntarily contribute, year in and year out, you have my thanks and the thanks

of the undergraduate brothers. Your generosity and the support of the program is what keeps it going, but there are no free rides. As we start our second century, your support and commitment to Beta Chapter are more necessary than ever.

If we do not have an accurate e-mail address for you or any e-mail address at all, a separate form is enclosed so that you can provide it and continue to receive the *Beta Bulletin*. For those of you that do not have e-mail, please indicate that on the alumni news form enclosed, and you will continue to receive a hard copy.

If you prefer to e-mail your contact information,

please send it to alumnirecords@sambeta.org, using the subject line "SAM BETA Contact Update." Be sure to include your first and last name, as well as your graduation year.

The economy is in bad shape—but even when it was booming, the program had the same economic difficulties. The economic situation is no less difficult for the parents of our undergraduate brothers and the brothers themselves, many of whom work their way through Cornell. Yet, every single undergraduate brother—100% of them—contribute to support your program. All they ask is that you be willing to do the same.



Brothers Robbie Levokove '13, Dave Forman '13, Willie Candell '13, Jon Weinberg '13 and Matt Negrin '13 take the ice at Lynah Rink for Hillel's annual "Jews on Ice" event.

From the Prior

By Jan Bialostok '12, Prior

Every spring brings one of the most highly anticipated but most stressful weeks of the year. What I am referring to is Rush Week, and this year—thanks to our rush committee and the rest of the house—it was highly successful. After an exciting week, many of our bids were signed, and a new class of 21 new members is going through the process that so many of us have experienced in years past. This is a big jump in our numbers from past year, and each one of our new members has the potential to be an integral part of our brotherhood in the near future.

In this year, we have also seen renovations to our house that have made our humble home even more inviting. The renovations include new flooring and new furniture, which have transformed our common rooms into warm, friendly areas where brothers and friends can congregate.

What is most remarkable is how quickly a brotherhood can grow in just one year, and the pride that comes from this growth. We have become stronger, boasting new philanthropy events and increasing social relationships with other houses. Our academic standing remains high; we ranked second in GPA among all Cornell fraternities in the fall semester, and we have been ranked in the top five for each semester except one in the past five years. Beta Chapter is poised and ready for the rest of the semester, and the whole brotherhood is excited for what is to come. The most important thing is that this Chapter is ready for the long haul and our accomplishments this year only solidify that fact. It has truly been a pleasure leading this brotherhood for the past semester, and I am highly anticipating this semester, because it promises to be another great one.



betabulletin

is published regularly by Beta Chapter of Sigma Alpha Mu Fraternity at Cornell University for its members and friends.

News contributions and photos are always welcome and should be sent to Sigma Alpha Mu Fraternity, Alumni Records Office, P.O. Box 876, Ithaca, NY 14851-0876.

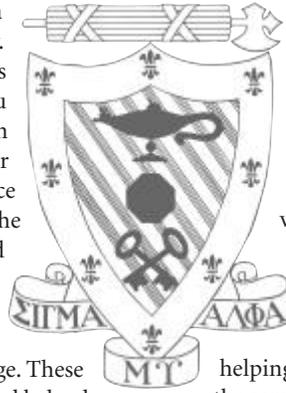
Beta Remains Committed to Philanthropy

By Matthew Gruber '13 and Alex Wittenberg '13, Philanthropy Committee

This semester, the philanthropy committee is looking to build on the successes of the past semester and continue Beta Chapter's commitment to charity. During the fall semester's finals study period, Sigma Alpha Mu hosted "Sammy Sundae Social," an ice-cream social at the chapter house where we served Purity ice cream with delicious toppings. The men's varsity basketball team and hockey team each contributed a signed jersey, and Rasa Spa in downtown Ithaca gifted us a certificate for a free 30-minute massage. These were very popular auction items, and helped us raise over \$1,000 for Alzheimer's research.

On February 28, we co-sponsored a blood drive on campus with the American Red Cross in the Memorial Room of Willard Straight Hall. The event lasted from 12:00–5:00 p.m., and many

students donated blood throughout the day. The philanthropy committee also knows that involving the new pledge class in philanthropic endeavors is essential for our house. New this year, the Sigma Phi pledge class will



be organizing and executing a pledge class philanthropy event to raise money for Alzheimer's research. One idea proposed thus far is to sell late-night food in College-town on Thursday, Friday, and Saturday nights. They will also be volunteering at a local animal shelter with the newest members of Alpha Epsilon Phi sorority on March 6. In addition, the pledge class hopes to join the brotherhood in helping out at a local soup kitchen later in the semester.

Philanthropy continues to be an important priority for Beta Chapter, and we look forward to sharing news of future fundraisers and events—check out our page on the chapter's website for pictures and recaps!



Brothers Nathan Schwartzberg '12, Robby Zassman '12, Sam Klein '12, Assaf Packin '11 and David Rostowsky '12 take a break from volunteering at the Tompkins County Society for the Protection of Animals with members of Alpha Epsilon Phi sorority.

2010–'11 Officers

Prior: Jan Bialostok '12; North Woodmere, New York; Industrial and Labor Relations

Vice Prior: Benjamin Jason Michaels '12; Scarsdale, New York; Economics

Recorder: Adam Fisher '12; Chappaqua, New York; Engineering

Exchequer: Robin Shapiro '12; Briarcliff Ma-nor, New York; Industrial and Labor Relations

Rush Chairman: Assaf Packin '11; Lawrence, New York; Natural Resources

Alumni Chair: Jon Weinberg '13; Great Neck, New York; Industrial and Labor Relations



YOU ARE CORDIALLY INVITED

The brothers and alumni board of Beta Chapter of Sigma Alpha Mu Fraternity at Cornell University cordially invite all of our alumni to attend the celebration of our chapter's centennial this coming June.

THE DATES: June 10–12, 2011

THE PLACE: SAM chapter house at 10 Sisson Place, Ithaca

RSVP: no later than June 1, 2011

EVENTS

Friday, June 10: Cocktail and hors d'oeuvres reception, 8:00–10:00 p.m.

Saturday, June 11: Cocktails at 6:00 p.m., dinner at 7:00 p.m., music and dancing after dinner until midnight.

Sunday, June 12: Brunch, 10:00 a.m.–1:00 p.m.

ACTIVITIES

As the events above are being held in conjunction with the normal Cornell Reunion, we have additionally arranged for our alumni, who register in advance, to participate in any other university-scheduled activities during the weekend, such as:

- Day care for the kids
- Play on the university's golf course
- Attend the university all-alumni affairs
- Barton Hall, beer tents (Friday, 11:30 a.m.–2:00 p.m., and Saturday, 11:30 a.m.–2:00 p.m.)
- All other events scheduled by the university.

Admission to the university-sponsored events requires you to purchase a university reunion badge, which the university has agreed to provide to our alumni who are not otherwise attending their own class reunion, at a discounted price of \$25.

RESERVATIONS

Advance registration is key for our events. We have structured our events so that each is free-standing. We know that for those who are attending their normal Reunion Weekend, there may be conflicts with some of their own class events. Therefore, they and alumni who are not attending Reunion who wish to attend Sammy events can register for either all or some of the events.

Reservations can be made on the Sigma Alpha Mu website by visiting <http://sambeta.com/centennial-celebration>. Those attending their Reunion, who wish to attend Sammy events in lieu of class events, will have to consult with their class officers about class policy on waiving Reunion event charges.

For the technologically challenged, you may use the enclosed registration form and register and pay for our events no later than May 1, 2011. You should enclose a check, made out to "Sigma Alpha Mu Fraternity," to cover the full amount and send it to: Michael Hofer, 425 West 121st Street, Apartment G201, New York, NY 10027. We will have to manually enter the information on the Cornell system for each person who uses this method of registration, so it is preferred, whenever possible, that you register online through <http://sambeta.com/centennial-celebration>.

HOUSING ACCOMODATIONS

The university has given us the use of **North Campus High Rise #5** for Sammy alumni. Again, reservations for those alumni who are not attending Reunion to stay on campus can be made.

For those alumni who would prefer a hotel room, we have reserved blocks of rooms in both the **Ramada and Clarion Hotels** in Ithaca for the nights of June 9, 10, and 11, 2011. We encourage those interested in reserving these rooms to do so early.

Rooms at the **Clarion**, at 1 Sheraton Drive in Ithaca, are priced at \$179.95 per night, and you can make reservations by calling (607) 257-2000. The web address is www.clarionhotelithaca.com. Be sure to indicate that you want a room in the Sigma Alpha Mu reservation block.

Ramada rooms go for \$189.95 per night, and the telephone number for reservations is (607) 257-3100. The web address is www.ramadainnithaca.com; also, please indicate that you want a room in the Sigma Alpha Mu block.

The last date on which Sammy block rooms at either hotel can be reserved is May 6, 2011, after which they will be released by the respective hotels.

SAMMY EVENTS AND PRICING

FRIDAY, JUNE 10 • CENTENNIAL RECEPTION

Open bar: 8:00–10:00 p.m.

Hors d'oeuvres to include:

- Grilled Moroccan-spiced lamb “lollipops” with mango chutney
 - Spanikopitas
 - Smoked salmon with crème fraiche and chives on pumpernickel toast
 - Sweet-potato and shrimp fritters with chili sauce
 - Stuffed grape leaves
 - Imported cheese displayed on mirror with dried fruit, nuts, and cracker assortment
 - Maple-glazed scallops wrapped in applewood-smoked bacon
 - Brie en croute served on warm marble slab with apple butter and candied pecans
 - Rare roast beef tenderloin on crostini with horseradish cream and dill
 - Curried chicken salad with apricot in filo cups
- PRICE PER PERSON: \$40**

SATURDAY, JUNE 11 • CENTENNIAL DINNER

Open bar: 6:00–7:00 p.m.

Dinner buffet to include:

- Porcini-crusting tenderloin of beef with truffle demi-glace
- Roast free-range chicken breast with lemon-thyme jus
- Grilled fillet of salmon with red pepper coulis and basil oil
- Steamed “new” potatoes with dill butter sauce
- Green beans sautéed with garlic confit
- Salad of organic mixed baby greens, local goat cheese, apple vinaigrette, and walnuts

Beer and wine

Dessert service (plated and served on buffet table):

Belgium chocolate mousse in cup with raspberry coulis
In addition, each alumnus attending the Saturday night dinner will receive a special commemorative item.

PRICE PER PERSON: \$86 per alumni, \$74 per guest

SUNDAY, JUNE 12 • CENTENNIAL BRUNCH

Brunch (10:00 a.m.–1:00 p.m.) to include:

- Buttermilk pancakes with local maple syrup
 - Local farm eggs, scrambled with smoked salmon, cream cheese, and chives on English muffins
 - Local farm eggs, scrambled
 - Crispy smoked bacon
 - Yukon gold potato and garnet yam hash
 - Eggs benedict
 - Salad of fresh fruits and melon with mint and crème fraiche
- PRICE PER PERSON: \$27**

All of our events will be outdoors under a weather-protected enclosure.

SPECIAL GUESTS

We hope to have President David Skorton or former President Frank Rhodes stop by one or more of our events. Representatives of our national fraternity will also be attending throughout the weekend.

Associate Dean of Students for Fraternity and Sorority Affairs Travis Apgar will be attending our dinner on Saturday with his wife.

The alumni board, honorary centennial chairs, and class chairs are all expected to attend, as well as chapter officers, and a good number of undergraduate brothers.

Our centennial is a once-in-a-lifetime event. It is a celebration of our fraternity, particularly Beta Chapter; each of you who have been a part of it; and all the things that have made our chapter the oldest and strongest chapter of Sigma Alpha Mu Fraternity. On behalf of the alumni board and all of our chairs, some of whom have been working for two years to bring this event about, we hope you will all be able to attend.

If you have any questions or concerns, please contact Dennis Paese '73 at dennis681@aol.com, or Centennial Treasurer Mike Hofer '10 at michael.e.hofer@gmail.com.



Sigma Upsilon Pledge Class Contributes to Brotherhood

By Matthew Sloan '13,
New Member Educator

After a fantastic Rush Week, Beta Chapter reeled in—drum roll, please—a whopping 21-person pledge class! They are an eclectic group of young men, covering just about every region of the United States and almost every school on this campus. Although they are a lot to handle, we are tremendously excited to have such a large and diverse pledge class, and they are well on their way to learning about what it means to be a part of this brotherhood. Some more information about each of these new pledges follows.

Simeon Markind '14, from Danbury, Connecticut, is a snowboarder.

Jason Goldberg '14, a communication major from Brooklyn, New York, is interested in film and TV.

Jeffrey Hassan '14, a food science major from Mamaroneck, New York, plays lacrosse.

Andrew Plaut '14, a chemical engineering major from Carmel, New York, enjoys skiing.

Shepard Berlin '14, an industrial and labor relations major from Old Westbury, New York, is an active skier.

Harlan Pittell '14, a policy and analysis management major from Great Neck, New York, plays the drums.

Michael Blonsky '14, a materials science major from Highland Park, Illinois, enjoys the outdoors.

Daniel Goldman '14, a hotel administration major from Old Brookville, New York, vacations around the world.

Dan Greener '14, a communication major from Great Neck, New York, is an avid surfer.



Members of the Sigma Phi pledge class are pictured here, dressed in their finest, as they prepare to serenade the lovely ladies of the Cornell's 11 sororities on Valentine's Day with their rendition of the Bruno Mars hit "Grenade."

Nalin Shankar '14, an electrical and chemical engineering major from New Hyde Park, New York, is a wrestler.

Sean Coholan '14, a chemical engineering major from Pittsburgh, Pennsylvania, plays the guitar.

Zach Solomon '14, an economics major from Roslyn, New York, is a golfer.

Samuel Rotbart '14, a policy analysis and management major from Denver, Colorado, plays baseball.

Will Brandon '14, an animal sciences major from Winter Park, Florida, is a lacrosse player.

Mark Ezzo '14, a government and economics major from Bordentown, New Jersey, enjoys running.

Dan Marcus '14, a government major from Briarcliff, New York, follows politics.

Josh Freeberg '14, a communications major from Roslyn, New York, plays tennis.

Jesse Turk '14, from Sharon, Massachusetts, enjoys theatre.

Geoff Block '14, an industrial and labor relations major from Winter Park, Florida, is a debate coach.

Jackson Mlawer '14, an industrial and labor relations major from Melville, New York, enjoys rock climbing.

Ziv Schwartz '12, an applied economics and management major from New City, New York, is a member of the Cornell Racing: FSAE team.

newsfromouralumni

"I have published the seventh edition of the 'Guide to the Dissection of the Dog' with Dr. Sandy de Lahunta, and we are now working on the fourth edition of 'Miller's Anatomy of the Dog'; both are in full color," writes **Howard "Ep" Evans '44**. "This past summer, I gave a 'wet-lab' on fish teeth at the meeting of ichthyologists and herpetologists in Providence, Rhode Island, and I lectured at the Shoals Marine Lab on Appledore Island, Maine." Catch up with "Ep" at 49 Turkey Hill, Ithaca, NY 14850; hee1@cornell.edu.

Alfred "Al" Blumstein '51 is still working—doing research on "redemption" for those with stale criminal records. Al was recently appointed by A.G.

Holder to lead a new science advisory board for the United States Department of Justice. He is looking forward to his 60th Reunion in June. Keep in touch with Alfred by sending mail to 5025 5th Avenue, Apt. 2D, Pittsburgh, PA 15232; or e-mail him at ab08@andrew.cmu.edu.

Ellis Glazier '51 recalls his time at Sammy: "The house at 210 Thurston was occupied in fall 1947 when I got there, and had been for at least one year. You might query **Jerry Alpern '49**, from the alumni committee, for he was at least two years ahead of me, and he might know more. Also, I noted that **Sid Reiff '50** was in the latest Beta alumni list, and might remember things. I suspect there are a num-

ber of people from that era around, whose e-mails are available. Not all of us have died off yet. In my senior year, the Korean War was on, drafting was in style again, and I, along with others, was enrolled in the last year of ROTC and was scheduled to be an Air Force lieutenant at graduation, and of course was taken up in wondering where I would end up. I do know that a classmate, **Zanvil Smiley '51** (zansmiley@aol.com), was later an Army officer sent to Europe. He might know further. There are, of course, many alumni from those years whose e-mail addresses must be listed. There were none listed as having disappeared in the list given in the

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latest *Bulletin*. It might be worthwhile to query some of them and see what they remember. I did my stint as house manager, I think, for longer than one year. It may tell you something about me in that, during that time, I quit trying to save money by buying the cheapest toilet paper around and went for a better product. I also learned a lot about the heating system from Val."

"What a wonderful job all of you have done in revitalizing the greatness of Sigma Alpha Mu at Cornell! Thank you," writes **Samuel "Sandy" Posner '53**. Contact him at 525 E. 86th St., New York, NY 10028.

For most of December, **Frederic J. "Fred" Sherman '58** explored South America. He "spent two days at Iguazu Falls (magnificent), two days in Buenos Aires (a lot of fun), and took a 12-day cruise from Buenos Aires to Valparaiso, which included stops at Falkland Islands (saw penguins), Ushuaia, and Punta Arenas (and saw more penguins). We did not

stop at Puerto Montt, in the Strait of Magellan, because we lost a day en route from the Falklands to Ushuaia due to a storm that provided 98-foot seas and 100-knot winds. The Chilean glaciers and fjords were beautiful, though." Fred also wrote that he is looking forward to Reunion in June! Send greetings to him at 18102 Burbank Blvd., Unit 34 C, Tarzana, CA 91356; scufred@aol.com.

Donald E. "Don" Milsten '60 "enjoyed the hospitality of the Beta house and Fra **Dennis Pease '73** during the class of 1960's 50th reunion visit this past June. It was great to share the weekend with **Fras Alan Colen '60, Peddrick Weis '60, and Wally Williamson '60**. I am also looking forward to making visits to the Hill, in between reunions, as a member of our class council." Write to Don at 7907 Ivy Lane, Baltimore, MD 21208; or send him e-mail at stateserve@aol.com.

Catch up with **Lawrence Rudnick '70** using his new e-mail address: larry@astro.umn.edu!

Since September 11, 2001, **Marc Stephen Cohen '71**

and his wife, Lyn, have been advocates for the Los Angeles Fire Department and for fire service and citizen emergency preparedness citywide and throughout the United States. In February 2008, Marc became the founding chairman of the board for LAFD Foundation, Inc. Marc says, "I am committed enthusiastically to raise Friends and Funds for Fire Service." Write to Marc at 201 N. Rossmore Ave., Los Angeles, CA 90004; or send him e-mail to mcohen@kayescholar.com.

deceased

Robert Soman '36 • October 1, 2010

Daniel N. Kohn '41 • December 10, 2009

Charley Weiss '44 • July 8, 2010

Sanford M. Reiss '47 • November 13, 2010

Martin D. Ezra '57 • December 5, 2008

Joel M. Leeds '60 • August 9, 2010

Sammy Memories: The Founding of "Spawn on the Lawn"

"It's time to set the record straight about the history of the party to end all parties, 'Spawn on the Lawn,'" writes **Robert L. "Bob" Kaplan '63**. "'Spawn on the Lawn' was the largest fraternity party ever held at Cornell, and I believe it's probably the largest fraternity party ever held anywhere. I was the social chairman of Beta Chapter and the person who conceived the idea, named it, and then executed this landmark event with help from several others, in-



cluding **Bob Frishman '62**.

"In those days, Beta owned two buildings on Thurston Avenue with a large field between them that was a few feet lower than the level of the buildings. During the prior year, our pledge class built a patio with a stone barbecue above one end of the field, which was, in effect, a raised platform overlooking the field. What a great configuration for an outdoor dance party.

"There were three key things needed to make this idea come true. First, Cornell University always had rules and some amount of control over fraternities and events held during the school year. So, my first brainstorm was to hold 'Spawn on the Lawn' literally the day before the school year started! Everyone was there, but school hadn't officially begun—we were in charge.

"Second was finding a way to get more people than just the brothers at Sammy. The flat-out, unchallenged, best band available in those days to hire was Bobby and the Counts. They were a touring band for famous rock-and-roll singers in the '60s. They were expensive, but how many dates do you think they had on a weekday in late summer? Zippo. We booked them and obtained a super draw to the party.

"During the '60s, Cornell men vastly outnumbered women, over 3-to-1; making our last major challenge: how to get women, not just any women, but the new incoming freshman women to want to come. My logic was that if freshman women were there in numbers, our guys would have a wonderful start to the dating year, and the rest of campus

would die to attend. Someone's brilliant idea—I think Bob Frishman's, not mine—was executed flawlessly. We got the phone numbers of every payphone in the freshman women's dorms and held a 'call-a-thon' inviting them to our 'free' party. Once some of them came and saw the party, they immediately called back to the dorms to say it was fabulous, and the dorms literally emptied out.

"We had no idea how many people would attend. We hoped for a couple hundred, which would have been huge! We hired a few off-duty police just in case, put up a few stakes and a thin rope (as if they would control anything), and attempted to offset our costs by charging the men who arrived. Yeah, right. In a blink, we were overwhelmed and lost total control of the crowd. Free dancing, free music, and free drinks for all. Just fun, and more fun!

"To say it was a success would be an understatement; why else would the name, 'Spawn on the Lawn' live on after 45-plus years? The police estimate, not mine, was that 2,000 people attended. Now that's how to throw a party!"

Today, Bob Kaplan lives in BallenIsles—a large, gated country-club community in Palm Beach Gardens, Florida. He would, without hesitation, recommend to anyone interested in a wonderful lifestyle and considering a second home or moving to Florida to send him an e-mail at iamaqt2c@gmail.com or send mail to 102 Windward Dr., Palm Beach Gardens, FL 33418. "It's not 'Spawn on the Lawn,' but I'm working on it. You can tell by my e-mail address how my mind works and how the party name reflects me," he says.