



## SETTING A HIGHER STANDARD

*The Beta Eta Alumni Chapter, Inc. (BHAC) closed its third fiscal year on June 30 with 164 dues paying members, a newly launched website, BetaEta.com, and was recently named by the National Fraternity as Pi Kappa Phi's Alumni Chapter of the Year for the second consecutive year - evidence that Beta Eta continues to set a higher standard for Pi Kappa Phi.*

The core mission of the BHAC is to create opportunities for Beta Eta alumni to engage with one another through the hosting of meaningful events and to help alumni stay connected to their fraternity, chapter, and each other through timely communication. By these criteria, the BHAC continued to meet its goals and surpass expectations in its third year.

At the close of its fiscal year this June, **164 alumni** had joined the BHAC by contributing an annual membership fee. This represents a **26% increase** in membership over the previous year. The BHAC views membership growth as a measure of success because the Board believes chapter alumni will financially support things in which they find value. This belief was further strengthened by a more than 60% increase in the alumni who contributed in excess of their membership dues. (For a complete listing of last year's members, see page 4.)

In addition to a successful membership drive, the BHAC also hosted several events around the Southeast on behalf of Beta Eta alumni. It sponsored game viewing parties in Tallahassee and Atlanta, a spring



Alumni events like the one pictured here allow Beta Eta alumni to reconnect with each other and to their fraternity in a meaningful way. Hosted alumni events are also a central tenant of the BHAC's overall mission. Photo Courtesy of S. Smith

golf tournament for alumni in the greater Atlanta area (see page 5 for details), and held its second Annual Meeting in February at the Royal Pacific Resort Hotel in Orlando, FL. These alumni social opportunities, held on average every three months, represent a prominent part of the BHAC's mission.

The BHAC also met its goal to provide timely communication of relevant alumni news to all Beta Eta alumni. Toward that end, the Fall 2006 and Spring 2007 editions of the *Beta Eta Data* provided alumni updates, spotlights, and other stories relevant to chapter alumni. These features illuminated the many interesting and unique things Beta Eta alumni were doing in their lives and careers. Of specific note were spotlights on **John Pierce '86**, who is leading the United States Olympic Team brand redevelopment effort, and **Frank Ryll '62**, who, after twenty-five years as the President of the Florida Chamber of Commerce, will be retiring in early 2008. The *Beta Eta Data* also discussed the many ways in which alumni could reconnect with Pi Kappa Phi as volunteers.

To further help Beta Eta alumni stay connected, the BHAC launched its website ([www.BetaEta.com](http://www.BetaEta.com)) this summer. After several months of development, this new website will become a cornerstone in the BHAC's overall communication strategy and provide the ability to communicate in a timely way with nearly all Beta Eta alumni. (See page 3 for more information on the website.)

Last, but certainly not least, one of the BHAC's board members was recognized at Homecoming last fall with a significant fraternity award. **Chuck Cutajar '62** was presented with Pi Kappa Phi's Merit Citation for "exceptionally meritorious service to Pi Kappa Phi Fraternity." In over 102 years and after nearly 100,000 initiates, the Fraternity has presented fewer than 190 Merit Citations to deserving alumni and Brother Cutajar is Beta Eta's first and only recipient.

While much was accomplished this past year, the BHAC plans to build on its past successes and reach even more chapter alumni. This goal follows the BHAC's mission to provide Beta Eta alumni opportunities to stay involved with their fraternity beyond their school years and uphold the oath of lifelong brotherhood.

# BETA ETA DATA

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The *Beta Eta Data* is published by the Beta Eta Alumni Chapter, Inc. Please submit questions, comments, and corrections to Tom Atwood at [tatwood@pikapp.org](mailto:tatwood@pikapp.org).

## NOTES

**PRINTING ASSISTANCE REQUESTED:** Printing costs for the *Beta Eta Data* represent the Alumni Chapter's single largest expense. If you would like to assist by offering a direct or in kind gift of printing, please contact Tom Atwood at (800) 929-1906 or [tatwood@pikapp.org](mailto:tatwood@pikapp.org)

**NAMES:** The number after each name in this newsletter represents the year of initiation.

**CORRECTION:** Doug Smith '59 is a dues paying member of the Alumni Chapter and was accidentally omitted from the Fall 2006 issue.

**ALUMNI UPDATES:** Alumni Updates will return with the Fall 2007 issue. If you have an update to share, please e-mail Tom Atwood at [tatwood@pikapp.org](mailto:tatwood@pikapp.org).

**NEW WEBSITE:** Check out the BHAC's new website, [www.BetaEta.com](http://www.BetaEta.com), for information on your Alumni Chapter. Please send us your feedback, too!

**CHAPTER ETERNAL:** The following brothers were reported to the National Fraternity as having passed to the Chapter Eternal since the last publication:

### **James J. Cross '65**

The Beta Eta Alumni Chapter mourns with the family and friends of this recently departed brother.

## THE NEXT ISSUE...

The Fall issue of the *Beta Eta Data* will look at brothers involved in government. Are you involved in local, state, or federal government? Are you an elected official? Appointee? Staff member? Lobbyist? If so, please contact Tom Atwood at (800) 929-1906 or [tatwood@pikapp.org](mailto:tatwood@pikapp.org).

## EXPANSION NEWS

# The Road to Recognition

*In this third installment of our series of articles discussing how Beta Eta Chapter will be reactivated, we discuss how the associate chapter will re-gain the Beta Eta charter held in escrow by the National Fraternity and attain status as an active Pi Kappa Phi chapter.*

After the National Fraternity staff completes their expansion process, the newly formed associate chapter (AC) begins working to establish itself as a functioning chapter. Pi Kappa Phi has created a series of benchmarks that assist the AC in reaching this goal and, in turn, meeting certain standards to re-gain Beta Eta's charter (which connotes active status as a Pi Kapp chapter). The fraternity will support the AC's chartering efforts by providing at least two national consultant visits per semester. This process generally takes at least one year, but can take longer depending on the AC's progress.

The chartering standards promote the stability and long-term health of the chapter. More importantly, these standards are providing the foundation for a successful and enduring chapter at FSU.

### To apply for a charter, the AC must:

- Have at least 35 members or meet the average FSU fraternity chapter size; whichever is higher. Only men with at least a 2.5 GPA count towards membership.
- Obtain a chapter grade point average: (i) above a 2.5 and (ii) either above FSU's "All Fraternity GPA" or ranked in the top half of FSU fraternities.

- Maintain stable finances with an adequate accounting system and budget. The AC must establish a savings account with a minimum amount equal to \$50 for each month the AC has existed prior to chartering. The AC must have a zero balance on accounts receivable and payable at chartering. The AC must also pay a \$1,000 chartering fee.
- Have a Board of Alumni Advisors (BOAA), including a Chapter Advisor, Financial Advisor, and Academic Coach.
- Adopt a Constitution and Bylaws.
- Establish written programs and committees for Recruitment, Risk Management, Member Education, Alumni Relations, and Scholarship.
- Hold a significant fund-raising and volunteerism effort for Push America and raise at least \$1,000 for Push America during the 12 months prior to chartering.
- Establish a Standards Board, adopt a chapter Code of Conduct, and write a Mission Statement.
- Submit a "Petitioning Charter Brochure" to the National Fraternity, where it will be stored in the fraternity's permanent archives, depicting the history of the AC.

The road to chartering is truly a team effort, involving the students, fraternity staff, and alumni. In the end, a successful chapter at FSU benefits all. Beta Eta alumni are encouraged to assist in this effort, wherever they are located. We will be discussing how you can be involved in the next two upcoming issues.

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## Orlando Social Committee Established

To further the BHAC's mission to provide alumni social and networking opportunities, a committee has been established to serve the alumni living in the greater Orlando area. **Hugo deBeaubien '68** has been appointed Chairman of the BHAC Orlando Committee. Other alumni joining deBeaubien include **Chris Cottrill '68**, **Larry McLeod**, **Ray Jones '91**, and **Adam Feldman '92**.

The committee will be responsible for coordinating events on behalf of Beta Eta alumni who live in the greater Orlando area. Brother deBeaubien was invited to serve as Chairman based on his history of maintaining contact with many Beta Eta alumni and his assistance in organizing the BHAC's successful 2007 Annual Meeting in Orlando. The Orlando Committee is the second such group the BHAC has established over the past year. **Scott Middlebrooks '93** chairs the Atlanta Committee. The BHAC is looking to establish committees in Jacksonville, Miami, and Tampa in the next year.

You can contact Hugo at [hbb66@dbksmn.com](mailto:hbb66@dbksmn.com) and Scott at [smiddlebrooks@simmons.com](mailto:smiddlebrooks@simmons.com).

## Keeping Hope Alive

According to estimates from the UNAIDS/WHO AIDS Epidemic Update, around 37.2 million adults and 2.3 million children were living with HIV at the end of 2006. In Africa alone, 150,000 die each month from AIDS – the equivalent of losing a city the size of Fort Lauderdale every thirty days. The unavoidable march of HIV from Africa to Asia and all points beyond, and the human costs associated with it, has been described by some, like Irish rock-star, Bono, as our current generations' "moral imperative." It's also the reason why fellow Beta Eta alumnus, Jeff Butler, is working to keep hope alive.



Thumbing through Jeff Butler's passport is a bit like playing "globe spin" – the game children play by spinning a globe as fast as they can before suddenly and forcefully stopping it with their index finger and begin imagining fanciful adventures about the exotic place their lucky digit has landed. Butler's adventures, however, are often more sobering than fanciful. Having made recent trips to South Africa, Botswana, and Vietnam, Butler, and the company he co-founded in 2003, BroadReach Healthcare, LLC (BroadReach), are working to stem the growing tide of a global HIV/AIDS epidemic.

To do this, Butler and BroadReach operate in a niche they have created through their research and knowledge of emerging health care markets. According to Butler, most Americans don't realize that in countries like South Africa, approximately 50% of the nation's health care system is public and the other 50% is privatized. The 50% that is private only serves 8% of the total population. Those numbers are even more striking in places like Botswana, China, and Ethiopia – all places where BroadReach has projects underway.

"What BroadReach is able to do," says Butler "is to help mobilize the private sector through creative financing arrangements and system efficiencies to better serve a larger piece of the population. We focus on building healthcare infrastructure that facilitates efficient and effective primary care and chronic disease management (*i.e.*, HIV/AIDS), development of provider networks, and the establishment of retail healthcare clinics. Overseas, there's capacity in [those] private networks that can serve people. We help them build that bridge."

Notably, it is the work against HIV/AIDS that really excites Butler. "There is a tremendous amount of money in the global healthcare system to fight this disease. Between the U.S. government, the Bill & Melinda Gates Foundation, and private corporations, billions of dollars have come online. So, if you use all of this earmarked money to build an infrastructure to treat a very complex virus, then you suddenly have a healthcare system with the



ABOVE: HIV/AIDS patients in South Africa being trained by BroadReach staff

LEFT: The founders of Broadreach Healthcare, LLC. From left to right: Dr. Ernest Darkoh, Jeff Butler, and Dr. John Sargent.

ability to do much more. That's where BroadReach comes in!"

To underscore this point, BroadReach partnered with the Gates Foundation and Merck to build an HIV/AIDS treatment delivery system in Botswana. One of BroadReach's other co-founders, Dr. Ernest Darkoh, led the initiative on the ground and was named a "Global Health Hero" by *TIME Magazine* for his and BroadReach's innovative work in Botswana and in other similar health systems projects.

Butler's path to healthcare management and entrepreneurship started with his days in the chapter. He remembers meeting the step-father of fellow chapter brother, Graham Woodruff '91, who was a prominent health care administrator in Jacksonville, FL, at the time. He encouraged Butler to earn his Masters in Healthcare Administration (MHA) and following graduation in 1995, that's exactly what he did. Armed with a Bachelor of Science degree from FSU, he soon enrolled in the MHA Program at the Medical College of Virginia in Richmond, VA.

Butler's early career moves took him to various locales. He served as a hospital COO, Interim CEO for two hospitals, and as a one of the founding management team members for the start-up and \$900M public spin-off of LifePoint Hospitals from HCA in Nashville, TN. From there, Butler found himself back in Virginia working for The Advisory Board Company – a Washington, D.C. based healthcare research, consulting firm, and think tank. All along, however, Butler has remained close to his fraternity experience, including serving as a member of the Steering Committee that established the Beta Eta Alumni Chapter, Inc. He also credits much of his success to the leadership opportunities and close friendships he's found through Beta Eta.

While BroadReach continues to build its brand as a thoughtful and creative company dedicated to helping people in very tough circumstances, Butler finds optimism in just how similar people are beneath the surface. "Throughout my many travels," Butler says, "the one thing which has stuck with me is just how similar we are. People want to pursue their dreams and to do that with any longevity, they need to remain healthy. You really see the poignancy of that in developing countries."

When considering BroadReach's work in treating people with HIV/AIDS, Butler adds, "We've been thinking about AIDS incorrectly. The tragedy is not in dying; it's found in the elimination of hope. That is the real heartbreak of this disease. Our ongoing burden and challenge is to find innovative ways to restore health, and thus restore hope, to millions of people around the world."

Jeff Butler, his wife, Jen, and their two children, Jack and Jordan, reside in Alexandria, Virginia.

You can contact Brother Butler at [jbutler@brhc.com](mailto:jbutler@brhc.com).

# Alumni Chapter Sets Membership Record

*Dues paying members play a critical role in effectuating the alumni development efforts of the BHAC. This year, the BHAC set a new record in membership. Noted on this page are those brothers and friends of Beta Eta who joined the BHAC between July 1, 2006 and June 30, 2007, the BHAC's fiscal year.*

## 1950 – 1959

Arden Anderson '51  
A.L. Benoit '56  
Don Bowlin '56  
Patrick Cantey '59  
Lawton Caruthers '56 (X)  
John Corbett '59  
Fred DiUlus '59  
Gerry Dobson '54 (BB)  
John Eichelberger '54  
Gilbert Fernandez '55  
Peter Kalmes '59  
Frank Kaney '55  
Alan Kirkpatrick '59  
James Lloyd '59  
Richard Lukas '54  
Edward Mason '57  
Bubba Mock '59  
William Myers '50  
James B. Newman '56  
Paul Perry '55  
Raymond Raines '57  
James Ralston '50  
Roger Randolph '57  
Walter Rothenbach '59  
Douglas Smith '59  
Walter Smith '56  
Ronald Steurer '56  
Earl Williams '50  
Sandy Zevin '51

## 1960 – 1969

Ralph S. Archibald III '61  
James Baldy '62  
Kenneth Beauchamp '67  
Ronald Boersma '60  
Frank Borzen '66  
William Branch '61  
Don Chao '65  
Gerard Chmielewski '62  
Robert Costin '63  
Chris Cottrill '68  
Chuck Cutajar '62  
Hugo deBeaubien '68  
Reg Dickey '63

James Douglass '67  
Robert Elefante '65  
Leo Gregory '62  
Steve Gullledge '69  
Richard Hall '64  
Guy Hollingsworth '61  
Phillip Irvine '61  
Lester Kaney '66  
Vernon Khail '66  
Henry Land '60  
Ken Lippincott '60  
Charles MacMillin '62  
W.W. Malphrus '61  
Howard McCall '65  
Robert Milstead '67  
Richard Morgan '63  
Peter J.F. Newell '64  
Jay Newman '61  
Paul Nichols '64  
Jeff Niedenthal '67  
David Pavesic '62  
Randy Plotts '64  
Gordon Potts '68  
Robert Rivers '61  
Larry Rowe '68  
Frank Ryll '62  
John Shaffer '64  
Claude E. Shipley '62  
Donald Steiner '67  
David Stoddard '64  
Edward Tunstall '61  
Ed Vandergriff '69  
Francis Williams '65  
Jeffrey Wright '66

## 1970 – 1971

Michael Bregar '77  
Josef Davis '75  
William Holdorf '75  
Robert Hollister '74  
Chris New '75  
Kevin Webster '75  
Louis Webster '71  
Paul Welch '74

## 1980 – 1989

Paul Aase '85  
Marshall Atkinson '84  
Ross Brandt '86  
Darren Brooks '89  
C. Mark Cox '87  
Ernest Dantzler '88  
Jeff Eacker '82  
John Eaton '85  
Doug Fisher '84  
John Goolsby '89  
John Hutt '87  
Trey Hutt '85  
Keith Jacob '86  
D. Brian Jungling '84  
Philip Lester '85  
Leonard Lorenzo '84  
Steven Louchheim '82  
Kenneth Majewski '84  
Harry McIntosh '88  
Lee Nichols '87  
Rich Pope '82 (ΔΔ)  
Eric Wahlen '85  
Jeff Wahlen '81 (AE)  
Greg Winter '83

## 1990 – 2003

Jolyon Acosta '93  
Tom Atwood '92  
Brian Baber '92  
Brian Bennett '93  
Chip Besse '99  
Sawyer Blackburn '98  
Todd Bruner '91  
Jeff Butler '92  
Franklin Clark '93  
Stephen Cook '90  
Jason Coopridner '92  
Brad Cottrill '94  
Todd Cottrill '92  
Phil De Young '93  
Chris Downs '94  
Erik Eingorn '03  
Brian Faircloth '91  
Adam Feldman '92  
George Forman '91  
Corey Friedman '03  
Jamie Fritz '95  
Michael Gaudio '95  
James Godwin '95

Scott Gold '99  
Ryan Hay '92  
Greg Hoerbelt '93  
Greg Jones '91  
Raymond Jones '91  
Chris Keller '91  
Micah King '93  
Jeremy Kissel '97  
Jason Klein '91  
Brad Lewis '93  
Michael Loy '91  
Nick Marotta '92  
Christopher Meadows '97  
Scott Middlebrooks '93  
Chris Mueller '92  
Travis Olson '92  
Jason Pernell '98  
Chris Ricci '94  
Michael Rovins '96  
Christopher Ryle '93  
Ryan Sampson '02  
Emilio Sanchez '93  
Darren Scott '91  
Steven Smith '90  
Jonathan Stevens '92  
Mike St. Louis '91  
Brandon Tucker '96  
Michael Tugwell '92  
Steven Warren '94  
James White '90  
David Wynne '92

If your name has accidentally been omitted, please contact BHAC Secretary Jeff Niedenthal at william.niedenthal@ngc.com or (757) 222-2808.

## BETA ETA ALUMNI CHAPTER BE A MEMBER

Renewal forms and solicitations for membership in the Beta Eta Alumni Chapter, Inc. were recently mailed to all Beta Eta alumni. Your support is critical and underwrites efforts like this newsletter, alumni social activities, and our new website, BetaEta.com. Don't delay! Join or renew your membership today!

# Alumni Chapter Launches New Website

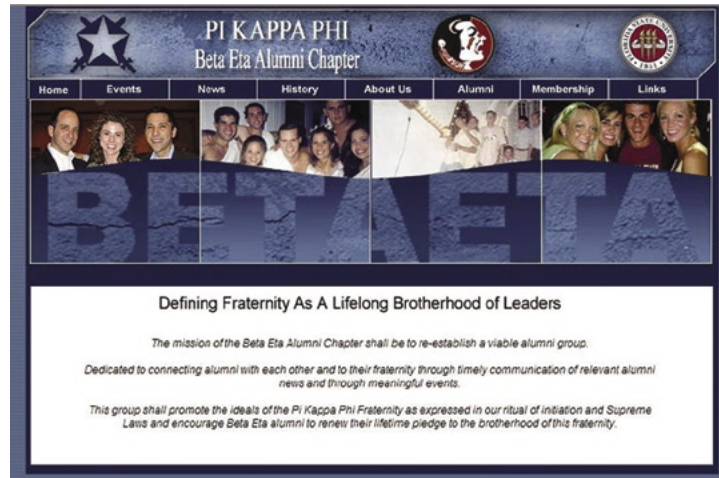
After months of development, the BHAC recently launched its own website dedicated to news and information about Beta Eta.

The BHAC is pleased to announce the launch of its new website: [www.BetaEta.com](http://www.BetaEta.com). Developed and designed by a committee of Beta Eta brothers, BetaEta.com gives chapter alumni an easier and more convenient way to remain informed and connected to their fraternity and chapter.

“What we are trying to do with the new website,” says **Brian Baber '92**, BHAC Vice President and project leader for the website's development, “is to develop a tool that will make it easier for all Beta Eta alumni to remain informed about BHAC events and connected to each other through the timely posting of information.”

BetaEta.com is more than just an electronic bulletin board for event details. The website was designed to document the unique history of Beta Eta, recognize the contributions of Beta Eta alumni to both Florida State University and Pi Kappa Phi Fraternity, and serve as a repository of information for both the Alumni Chapter and the Beta Eta Housing Corporation (BHHC).

Considerable thought went into making the website inclusive and easy to navigate. According to **Michael Loy '91**, BHAC President, a great deal of conversation and thought went into the website's overall design. “Beta Eta has a long and rich history that includes young



alumni who are in their early twenties and older alumni in their late seventies. The challenge we faced was how to build a website that was easy to navigate given the wide range of ages within our constituency and their internet abilities, while, at the same time, populating the website with information and photos that reflect Beta Eta's diversity. We want everyone to feel welcome when they visit BetaEta.com.”

When visiting the website, alumni will be able to view information about upcoming BHAC sponsored events, corporate documents for both the BHAC and the BHHC (including meeting minutes, bylaws, and articles of incorporation), photos from previous events, past editions of the *Beta Eta Data*, information on BHAC membership, a listing of all brothers initiated into Beta Eta and their current status, as well as the ability to update their personal information online.

While tremendous work has already gone into the website, there is still much more to do. “This will be an evolving website”, adds Baber, “that will change and evolve over time. However, we felt we had reached a point where we were ready to debut the website in its first version.” Future plans for the website include incorporating a log-in feature which will permit Beta Eta alumni to access the contact information of other alumni and to participate in an interactive billboard where alumni can post news, questions, and comments.

*All alumni are invited to visit [www.BetaEta.com](http://www.BetaEta.com) and share their feedback.*

**ALUMNI MAKE BETAETA.COM HAPPEN** The BHAC is grateful for the time, talent, and financial resources that several alumni contributed towards the creation of BetaEta.com. The BHAC would like to recognize specifically **Greg McMahon '91** for his direct financial support that enabled the BHAC to retain a website designer. The BHAC would also like to thank **Scott Webster '75** for securing and donating the domain name. In addition, the following brothers played a critical role in developing the website: **Brian Baber '92**, **Mark Mills '88**, **Chris Lindsay '93**, **Michael Loy '91**, **Tom Atwood '92**, **Chris Mueller '92**, and **Ryan Hay '92**.

## Brothers Reunite in Atlanta for Golf Tourney



The BHAC's Atlanta Committee hosted a golf tournament this spring for Beta Eta brothers in the greater Atlanta area. Tournament organizers **Scott Middlebrooks '93**, **Chris Ricci '94**, **Travis Olson '92**, and **Brad Cottrill '94** played host as brothers from several Beta Eta generations gathered at Towne Lake Hills Golf Club in Woodstock, GA last April for a great afternoon of golf and brotherhood.

Participants played in a ‘Captain's Choice’ scramble with prizes going to the longest drive and closest to the pin. “This was a great afternoon,” said Scott Middlebrooks

“and we hope to build on this success and plan an even larger tournament next year. With nearly eighty alumni within a two-hour drive, we feel optimistic that next year will be even better.”

Local alumni events such as the Atlanta area golf tournament represent the BHAC's initiative of working with Beta Eta volunteers to host local events for Beta Eta alumni in different areas of the Southeast. If you would like to host an event, or establish a Social Committee for Beta Eta alumni in your area, please contact BHAC President Michael Loy at [mnloy@comcast.net](mailto:mnloy@comcast.net).

*The mission of the Beta Eta Alumni Chapter shall be to reestablish a viable alumni group, dedicated to connecting alumni with each other and to their fraternity through timely communication of relevant alumni news and through meaningful events. This group shall promote the ideals of Pi Kappa Phi Fraternity as expressed in our ritual of initiation and Supreme Laws and encourage Beta Eta alumni to renew their lifetime pledge to the brotherhood and this fraternity.*

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## REMEMBER 24 YEARS AGO

“Sweat-equity” is a cornerstone of a great fraternity experience. Here, alumni and students break for a moment during a weekend work party at the beginning of the Fall 1984 semester. Pictured left to right are: Frank Ryll, unknown (white T-shirt and sunglasses), Jim Scarborough, Jeff Hughes (kneeling), Rich Pope, Jon Wojtas, Brian Neal, Mike Lunn (hat), Jeff Eacker, Steve Louchheim, and unknown (on barricade).

If you can identify the two unknown men in the photo, please contact Tom Atwood at (800) 929-1904 ext. 104 or [tatwood@pikapp.org](mailto:tatwood@pikapp.org)



Photo Courtesy of National Fraternity Archive