



THE DRAGON'S TALE

SPRING 2015

OFFICIAL NEWSLETTER OF THE NEBRASKA CHAPTER, THE ALPHA TAU OF BETA THETA PI

THE EXPERIENCE COMPANY TO IMPROVE ALUMNI RELATIONS AND PROVIDE UNDERGRADUATE OPPORTUNITIES

The Alpha Tau Chapter is excited for the release of a brand new alumni communications program, including a new chapter website. Set to launch in the next few months at www.nebraskabeta.com, the website will include several new features geared toward both undergraduates and alumni, and will have a more modern design.

Perhaps the most exciting part of this new alumni relations project is The Experience Company (TEC). The goal is to provide undergraduate members of Alpha Tau with meaningful leadership, scholastic, and professional growth. TEC was founded and generously funded initially by a group of our very own Alpha Tau brothers. In essence, TEC, a nonprofit organization, seeks to work alongside the active chapter and help foster outstanding and meaningful experiences for all involved in our Alpha Tau Chapter. Few fraternities can boast a similar program. Those working on the program's development feel that TEC will positively

impact Beta during recruitment and during an undergraduate's involvement in the chapter.

The undergraduate chapter is already seeing developmental benefits from The Experience Company. On March 13, 2015, the chapter traveled to the Gallup campus in Omaha to take a strengths test and spent time learning about their results. StrengthsFinder was created by the Gallup Organization based on the science of strength from more than 50 years of research. (In 2007 Gallup published StrengthsFinder 2.0, and this book was Amazon's bestselling book in 2013.) With the help of **Kurt Siebert '11**, a former chapter president, Gallup may prove to be one of many companies that will remain an integral proponent of Alpha Tau and TEC.

The new website will continue the work done during the capital campaign to ensure accurate contact information for all 1,200+ Alpha Taus. Alumni will be able to log in and update their

personal information. Alumni will then be up-to-date on all the great things going on at Alpha Tau, as well as find and reconnect with other ATs. The capital campaign committee has made great strides in having updated contact information, and TEC effort will take this to an even higher level to benefit everyone.

Finally, our new alumni program and the chapter website will make a concerted effort to generate valuable and timely content for parents, alumni, undergraduates, and other invested individuals. Whether delivered in *The Dragon's Tale*, on www.nebraskabeta.com, or even social media, we will provide unique and interesting content that everyone from a Beta parent to a potential new member will enjoy. We will keep everyone updated as progress is made.

Yours in _kai_,
Jon Latka '14
pledge.educator@nebraskabeta.com

GIVE OUR CAMPAIGN THE FINAL PUSH

\$120,000 Needed to Reach \$3 Million Mark

Much has been accomplished the past three years in our capital campaign efforts. Most importantly, the chapter house has been completely renovated and provides a great home to continue our Alpha Tau legacy. It is fitting that the efforts are done for a group of young men who were again recognized for chapter excellence at the 175th General Convention in Oxford, Ohio, in August.

We have also re-established our communications with many alumni who had been lost. Our database contains updated and accurate information on most of our 1,200+ alumni. *The Dragon's Tale* has allowed many alumni to learn more about the active chapter and undergraduates, who are instrumental in getting it published and have a better insight into what Beta Theta Pi and Alpha Tau means to our alumni. A donor board honoring supporters who donated \$2,500 or more has been installed in the chapter house. We are now finalizing plans for plaques to honor those brothers and friends of Alpha Tau who donated at the highest levels.

Keep up with the chapter's activities between publications by visiting our two websites: beta.unl.edu and www.1515r.org. You will find a broad overview of our chapter's 125th anniversary, the house remodel, past issues of *The Dragon's Tale*, and capital campaign updates, among other information. Included is a section of "lost brothers" for the ongoing efforts to further improve communications. Help us by forwarding contact information for those brothers.

Campaign giving information and other related information is available on www.1515r.org.

Of critical importance to our efforts is meeting our campaign goal. We have nearly \$120,000 to go. Giving has continued, but at a slower pace. To all ATs, we would like to reach our goal soon. If you have already given, we again appreciate your support and ask you to consider adding a year to your pledge or additional gift to help us hit the \$3 million mark.

If you have not made a pledge—please reconsider. Pledge forms are available on www.1515r.org. Complete a form and mail it today. We need your support, emotionally and financially. Pledges can be made over a five-year period and may be 100% tax deductible. See prior communiqués on the website. Questions can be directed to us, and our sincere thanks to each of you.

Yours in _kai_,
Bruce McKeag '65, Campaign Chairmen
(402) 488-3379 / bm93558@windstream.net

Bill Dana '76
(402) 968-7977 / BillDana@me.com



125 YEARS OF EXCELLENCE – CONTINUING OUR TRADITION



CHENEY NEESEN '10 SEES STRENGTH IN RECRUITMENT AS ALPHA TAU'S GREATEST ASSET

Alpha Tau's strength in recruitment is what sets the chapter apart for **Cheney Neesen '10**. After his own positive recruitment experience, and later serving as recruitment chairman, he realized that this attribute has been key to the chapter's success and provides a unique Beta Theta Pi experience.



"I was drawn to Beta because of the quality of the guys in the house. Everyone I talked to in the chapter liked to have fun but also knew how to work hard in the classroom and around campus," he said.

While pursuing a degree in accounting, Cheney held several chapter officer positions: secretary, treasurer, and recruitment chairman. When helping with recruitment, he began to question what set Beta Theta Pi apart from other fraternities on campus. "I think what differentiates Alpha Tau is the quality of guys that they recruit and develop. When I was an undergraduate, chapter advisor Mike Wortman always stressed the importance of bringing in the highest quality guys to develop the next generation of leaders. I think the chapter has been very successful in this regard, and their track record of success is proof of this. This is where my sense of pride comes from. I'm one person in a long line of high-quality men."

As a young alumnus, Cheney has a unique perspective on the campaign efforts. He had the opportunity to see the project in its infancy as a chapter officer and has enjoyed seeing the progress of the renovation. The chapter house is integral in helping Beta attract top-quality members and solidifies the importance of the capital campaign.

"A big factor in getting the best guys is having the best facilities. You could give a tour to a recruit and his parent and be assured that no matter what house on campus they tour next they are going to be comparing it to the standard set by the Alpha Tau house. Having something like that at our disposal is huge. Even before the recruitment chairman begins discussing the other factors that differentiate Alpha Tau, the quality of the facility alone puts Alpha Tau in the driver seat."

Cheney lives in Lincoln with several fellow Alpha Taus and will graduate in May with his master in professional accounting degree from UNL. He has accepted a job with BKD LLP, a CPA firm in Lincoln, where he will begin work after graduation. He is grateful for his experience in the chapter for providing an atmosphere of academic success and, through Beta connections, which provided him the opportunity to work three internships as an undergraduate. You can contact him at cheney.neesen@huskers.unl.edu.

2015 EXECUTIVE OFFICERS

President
Alex Kindopp '13
Watertown, S.D.
president@nebraskabeta.com

Alumni Relations
Mitch May '14
Omaha, Neb.
alumni@nebraskabeta.com

Scholarship Chairman
Carson Jones '14
Boulder, Colo.

Vice President
Hunter Day '13
Lincoln, Neb.

Pledge Educator
Jon Latka '14
Omaha, Neb.

Social Chairman
Joe Grobeck '14
Omaha, Neb.

Treasurer
Alex Wirth '13
Grand Island, Neb.

Risk Manager
Logan Radtke '14
Sioux City, S.D.

Philanthropy
Grant Rathje '13
Seward, Neb.

Recruitment Chairman
Parker Stock '14
Lincoln, Neb.
recruitment@nebraskabeta.com

Secretary
Jared Tompsen '13
Omaha, Neb.

CHAPTER LOOKS FORWARD TO SUCCESSFUL RECRUITMENT

It is my honor to be the new recruitment chairman for summer of 2015. After serving as assistant recruitment chairman last summer, I'm confident that my experience will help us recruit an outstanding pledge class.

A strong advantage of my experience on the recruitment team is that we will be able to look at all aspects of recruitment and improve on the areas we believe need further attention. Our biggest conflict during recruitment last year was the issue of legacies. To help mitigate some difficulties of last year, as an executive team we have decided to place a strong emphasis in adhering to the pledging requirements of Beta Theta Pi. This recruitment season we will no longer be guaranteeing bid cards to new recruits based solely on legacy status. The legacy status of a new recruit will guarantee that he will be given strong consideration as a potential candidate and will ensure his invitation to recruitment events, as well as an invitation by a recruitment team member for a lunch or dinner. These standards are outlined in Article VII, Section II of the bylaws of Alpha Tau and Beta Theta Pi's official policy regarding legacies on page 48 of the Constitution of Beta Theta Pi. If an alumnus is aware of a qualified legacy, there is a recommendation form at <http://beta.unl.edu/recruitment/recommend.jsp>. You can also send me an email.

Although the beginning of the recruitment season just a couple months away, the recruitment team has been finalized so we can hit the ground running. Joining me will be **Nate Morhardt '14** and **Marshall Scott '14**. You can read the biographies of our entire recruitment cabinet on the website, beta.unl.edu/recruitment. This will also be an excellent site to keep track of events.

We have already started formatting our summer recruitment schedule and it will be posted on our website upon completion. Throughout the summer there will be a number of barbecues and lake events. As these events are planned more detailed information will be available at beta.unl.edu/calendar.

A crucial element in recruiting the high-caliber men Beta seeks are the recommendations we receive from alumni. If any alumnus has a recommendation for someone they feel would be a great addition to our chapter, I encourage you to contact me.

I am looking forward to a successful summer and to another great pledge class for Alpha Tau.

Yours in _kai_,
Parker Stock '14, Recruitment Chairman
(402) 730-3697 / recruitment@nebraskabeta.com

CHAPTER PRESIDENT'S REPORT

Alpha Tau Continues to Thrive

A new semester is well underway for the Alpha Tau Chapter at 1515 R Street with new surprises and opportunities. We are continually blessed with the support of a newly initiated pledge class (see full list on page 4), an active chapter committed to Beta's five core values an active alumni advisory board, and the hundreds of alumni who have come before who have endeared the pristine reputation of Beta Theta Pi at the University of Nebraska-Lincoln.

ALPHA TAU EARNS AWARDS AT CONVENTION

The chapter excels in areas of intramurals, philanthropy, academics, and on-campus leadership. At this 175th General Convention last August, Alpha Tau was again recognized for chapter excellence with our 12th Knox Award and our 18th Sisson Award. These two awards are the main recognition of chapter excellence. They're based on specific criteria, including GPA, advisory team membership, chapter membership size and education, leadership development, chapter standing and operations, and financial health. There is a holistic component to the evaluation as well. In other words, those who interact with Alpha Tau regularly reported that the men consistently live Beta's values.

PHILANTHROPY: A COMMITMENT TO GIVING

This spring offers more opportunities for the men of the Alpha Tau Chapter to give back, supplementing the annual Burrito Bash benefiting Lighthouse, which occurred last fall. We are looking forward to again hosting the annual Backpack in Black concert along with Sigma Phi Epsilon, which benefits the Lincoln Food Bank's Backpack Program. Further, the

chapter will be assisting Delta Delta Delta in their annual spring philanthropy, Festah Italiana.

26 NEW INITIATES WHO WORTHILY WEAR THE BADGE

The Alpha Tau Chapter welcomed 26 initiates in January, which will provide leadership and structure for new Betas into the future. These young men successfully learned the lore, songs and, most importantly, the values it takes to be an active member of Beta Theta Pi. We have seen tremendous growth from them over the course of their first semester and expect them to instill the same growth to our next pledge class.

ACADEMICS: A CONTINUED BUILDING BLOCK

One of the five core values every Beta must uphold is cultivation of the intellect. This value is core to the success of the Alpha Tau Chapter. This past fall the chapter GPA was 3.343, which is well above the all-male University average of 2.927 GPA. This mark was good for fourth place among all fraternities. While our GPA is an impressive accomplishment, the men of Alpha Tau are not satisfied and have made a commitment to themselves and the chapter to reach an even higher GPA for the spring semester.

RECRUITMENT: WELCOMING IN THE NEXT GENERATION

There is a lot of excitement surrounding recruitment in the upcoming year as continued growth in the interest of Greek life from high school students occurs. Recruitment Chairman **Parker Stock '14** has already had many conversations within the executive team about how this interest can be translated into a strong recruitment class. Many exciting changes are

at hand, including a new focus on values-based recruitment, a change in tactics of recruiting legacy candidates, and an implementation of a wide array of social networks the recruitment team will use to pledge next leaders of Beta Theta Pi. More information from Parker is on page 2.

The chapter cannot thank its dedicated alumni enough for the support throughout the years. The commitment made by many in the capital campaign has allowed the chapter and countless future actives to enjoy the pristine experience of a brand new chapter house with renovated suite-style rooms. The commitment of brotherhood made by all alumni is a tradition that weighs on all minds of the actives. This brotherhood gives us a guide to continue to build one of the strongest fraternity chapters at the University of Nebraska-Lincoln and within all of Beta Theta Pi for years to come.

Yours in _kai_,
Alex Kindopp '13, Chapter President
(402) 650-4420 / president@nebraskabeta.com



Class of 2014 at one of Alpha Tau's biannual pledge class retreats.

ALUMNI UPDATE

OUR MYSTIC SHRINE

Michael L. Offner '72 entered Our Mystic Shrine on December 27, 2014. Since 2001 he had served as judge of the County Court, 10th Judicial District. Mike is survived by his wife, Janet; sons, Adam and Andrew; and grandchildren: Faith, Levi, Rose, Devon, Skye, Caleb, JJ, and Harper. Everyone who knew Mike knows how much he cherished his grandchildren and loved attending and photographing all of their events.

ALUMNI NEWS

Charles E. Wright '51 is completing his manuscript, "Law at Little Big Horn," to be published by Texas Tech University Press this spring. Charlie and his wife, Suzanne, live in Lincoln, and have two children and five grandchildren. Email: floydeu@yahoo.com

James E. Gourlay '58 is still working at age 75. He and his wife, Mary, work for their son, Tom, in the printing business. They enjoy spending time with their three grandchildren, trips to Colorado, attending sporting events, cold beer, and the company of many lifetime friends. Jim and Mary live in Lincoln.

Lawrence A. Frolik '63 was on Mackinac Island, Mich., in September to give a talk to a meeting of elder law attorneys. It was his first visit since 1965 when he, along with a few other Alpha Tau brothers, attended the National Convention of Beta Theta Pi. "Nothing seems to have changed; still no cars on the island, but many bicycles, horse-drawn wagons, and fudge shops." Larry and his wife, Ellen, live in Pittsburgh, Pa., and have two children, Winnefred and Cornelius. Email: frolik@pitt.edu

John A. Meese '70 reports that as he prepares for retirement, he started looking for a ranch in south central Texas. "After looking for six months, I had almost given up, but on my last search, a property caught my eye because of the address. I am now the proud owner of a Texas ranchette at 1515 Co. Rd. 420. Thanks for the memories." Email: jmeese51@aol.com

Thomas S. Salistean '06 and his wife, Emily, welcomed their first child, Edwin, on March 25, 2014. They live in Lincoln. Email: tom.salistean@gmail.com

SAVE THE DATE

Mark your calendars
for these upcoming events.

SATURDAY, APRIL 18 TOUR AND TASTING AT ZIPLINE BREWERY

Join Alpha Tau undergraduates and alumni at Zipline Brewery in Lincoln for a tour and beer tasting. The tentative date for the event is Saturday, April 18 and will last approximately two hours. This is the second consecutive year Zipline has hosted our group, and they're located at 2100 Magnum Circle, Suite 1, Lincoln, NE 68522. More specifics and the starting time will be available at beta.unl.edu/calendar as April 18 approaches. Contact **Mitch May '14** for more information and to RSVP. Spread the word to fellow alumni and join us there. Spouses and guests 21 years of age and older are also welcome.

SEPTEMBER 2015 DADS AND ALUMNI GOLF TOURNAMENT

We will again be hosting the annual Dads and Alumni Golf Tournament in September. As the weekend approaches, more detailed information will be shared through various methods of contact and at beta.unl.edu/calendar. Look for that information in the coming months.

Yours in _kai_,
Mitch May '14
Alumni Relations Chairman
(402) 681-1179 / alumni@nebraskabeta.com



THE DRAGON'S TALE

Beta Theta Pi Alumni Association of Nebraska
P.O. Box 22251
Lincoln, NE 68542

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Attention: This newsletter is intended for alumni and parents. If your son is still attending the University of Nebraska-Lincoln, he will receive a copy at the chapter house. If he has graduated, please send his permanent address to updates@1515r.org. Thank you.

VISIT US ONLINE



www.1515r.org & www.beta.unl.edu



Beta Theta Pi - University of Nebraska



@AlphaTauChapter



Beta Theta Pi, Alpha Tau Chapter

CONGRATULATIONS, NEW INITIATES

Mike Bauwens
Omaha, Neb.

Kaleb Duncan
Lincoln, Neb.

Troy Hlavaty
North Platte, Neb.

Paul Orr*
Valentine, Neb.

Sam Brower
Dakota Dunes, S.D.

Stephen Enke*
Omaha, Neb.

Joey Koca*
Omaha, Neb.

Andrew Palmesano
Lincoln, Neb.

Pat Buechler
Omaha, Neb.

Dylan Epperson*
Hickman, Neb.

Alex Kramer
Omaha, Neb.

Brian Schwetschenau
Omaha, Neb.

AJ Carpenter*
Park City, Utah

Mike Franken
Kansas City, Mo.

Garrett Kraus
Lincoln, Neb.

Sam Skokan*
Omaha, Neb.

Joe Dahir
Omaha, Neb.

Kolt Hale
Inola, Okla.

Sam Lindblad
Hastings, Neb.

Kevin Wilhelm
Omaha, Neb.

Kyle Danielson*
Lincoln, Neb.

Jason Hawkins
Hudson, Iowa

Nick McEwin
Omaha, Neb.

*Legacy

Griffin Day*
Lincoln, Neb.

Riley Heller
Omaha, Neb.

Phillip Melchert*
Lee's Summit, Mo.

CAMPAIGN STATUS AT-A-GLANCE

As of March 12, 2015

\$3 Million Goal

\$2,876,355
Total Pledges

352 Contributors

28% Participation