



# THE DRAGON'S TALE

SPRING 2016

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

## RECRUITMENT EFFORTS REVEAL PROMISING FUTURE FOR ALPHA TAU

Looking forward to this summer, I realize the incredible opportunity I have to give back to Beta. Recruitment team members **Gage Mruz '16** and **Tanner Haas '16** will be helping with the recruitment of new freshmen and keeping in touch with Beta alumni. We plan to improve on the great job that the previous team accomplished and recruit a class of 30 to 32 young men. We pledged 36 men last summer. I have talked extensively to former Recruitment Chairman **Parker Stock '14** about what went well and what may need improvement. Some of what we want to do better this year involves the assistance of our alumni.

**Most important: if any alumni would like our recruitment team to look at an incoming student, we need the recommendation by June 15 to guarantee the class is not already filled and that we are able to consider him. We cannot promise the student a spot in the pledge class just because he is a Beta legacy. This practice has been set in order to continue to improve the chapter in the ever-changing Greek culture on campus. We will, however, do our very best to consider any recommended legacy to ensure they get a good look at Alpha Tau. Please contact us at the email address below. We have already started to**

seek out incoming students and had a barbecue at the chapter house to have an early start on the summer.

Our recruitment information is posted on [beta.unl.edu](http://beta.unl.edu). As of now, we are planning three lake parties for recruiting, a couple of other functions, and a barbecue at the chapter house at **5:30 p.m. every Thursday**, starting May 19. You're welcome to attend. Stay up to date with the calendar, and let us know of any recommendations and/or comments. A link to the calendar follows and a recruitment recommendation form is on the back of this issue. **Remember the June 15 deadline for us to consider a potential recruit.** <http://beta.unl.edu/recruitment/>

We are excited to begin the recruitment season!

Yours in \_\_kai\_\_,  
**Kevin Wilhelm '15**  
Recruitment Chairman  
(402) 980-8603  
[recruitment@nebraskabeta.com](mailto:recruitment@nebraskabeta.com)

## PROFOUND ALUMNI SUPPORT AT BETA THETA PI CARRIES CAMPAIGN TOWARD FINAL PHASE

*Send in Your Gift Today to Secure a Future for Our Chapter*

In our capital campaign of four years, we are so close to reaching our \$3,000,000 goal. Our thanks to each of you for your emotional, spiritual, and, for some, financial support.

In March, we received an email from an Alpha Tau alumnus who has a son (we'll call him "Chip") who is going through spring/summer recruitment. The Beta and his son had attended a Greek Preview of fraternities on the UNL campus. After the preview, Chip and his Beta father were invited to a barbecue at our chapter house. The Beta alumnus writes:

*Yes, I was very happy. There's no doubt in my mind Chip has seen enough to know he'd be very fortunate to be a Beta. I have tried to be even-handed about recruitment and let him draw his own conclusions, but it is clear Beta would be his top choice without any history. The only thing that concerns me is that it was quite obvious that he isn't the only prospect who has reached that obvious conclusion, so recruitment will be competitive in that sense—because the Betas can obviously pick and choose whoever they want. I'm sure Chip will do fine, but that doesn't mean I won't fret about it.*

*I never knew this sort of event existed. If any high school senior was planning to go through recruitment, this Greek preview is an event not to be missed in order to get a great introduction to the Greek system and to actually meet a few guys in different houses. I think it gave Chip and other recruits a nice comfort level with what for many is an unfamiliar system. The emphasis at every house was on academics, and, in effect, the value of a fraternity as an academic support system. The Betas put on a great show, and their barbecue was the biggest and best post-preview event we saw. Besides the recruitment, I just think it was great public relations for the house to make a good impression on future students, whether they pledge or not.*

*I commented on how good the house looked, and, after praising alumni generally, the president, who knew I was an alumnus, spoke well of **Drew Stange '80** and **Mark Antonson '06** and their attention to the detail in managing the house for the alumni and in going through during the summer to be sure all maintenance issues are addressed. What was particularly*

*(Continued on page 2)*

# PRESIDENT'S REPORT: MEMBERS CULTIVATE EXCELLENCE

*Focus on Recruitment, Campus Leadership, and Alumni Involvement*

With the end of the 2015-16 school year approaching, the Alpha Tau Chapter of Beta Theta Pi is looking toward a future that promises change. Greek communities nationwide are facing the struggles of a transforming culture. Although it may be challenging, the men of Beta Theta Pi at Nebraska realize opportunities and leadership arise from difficult moments; it is time to be the bridge builders for generations to come. On the other hand, we look ahead toward summer recruitment, which selects only the best men who will eventually become our leaders and innovators. Every successful chapter is built on a foundation of alumni support, and we at Alpha Tau were shown this spring how strong and invested our alumni are in the active members of our great chapter.

## CHAPTER FOSTERS CULTURE OF SAFETY AND RESPONSIBILITY

Colleges across the nation are facing the bleak reality of alcohol and other drug abuse and sexual assault on campus. The University of Nebraska-Lincoln is no different on this matter and the University administration has already taken steps to address these topics. As students and administrators collaborate to create a culture that upholds the safety and success of individuals, Beta Theta Pi has specifically been asked to champion the cause from within

the Greek community. With our members and friends in mind, the Alpha Tau Chapter of Beta Theta Pi has redefined its social scene with new guidelines so our men may remain safe, social, and responsible. Our change is not limited to the social setting, as our pledge program has continued to grow to reflect the values of our members and the Lincoln community. This fall, we will be placing emphasis on educating the new pledge class on alcohol awareness, sexual assault, and mental well-being. It is our hope that we offer the opportunities and education necessary for our members to reach their fullest potential.

## MEMBERS CONTINUE MOMENTUM WITH RECRUITMENT

We were honored to welcome 35 new initiates to our brotherhood in January. These men represent a model pledge class that strives for academic success, campus leadership, and upholds the values of Beta Theta Pi. In February, Greek academic rankings were released. I am proud to say that the men of Beta ranked **first** in all-fraternity GPA with a 3.384. This is an improvement from last fall and is significantly higher than the all-campus men's GPA of 2.9. Success is always great, but we are striving for even better as we follow our core value of intellectual growth. With recruitment

already underway, we are looking to continue our momentum as we select new members. Recruitment Chairman **Kevin Wilhelm '15** and our recruitment team aim to find the best men who will worthily wear the badge and represent Beta. This year, recruitment will emphasize men of scholarship and integrity.

## ALUMNI LEADERSHIP BOOSTS CHAPTER MORALE

I personally feel strongest about this portion of my report. After meeting with chapter presidents from across North America at Chapter Presidents Leadership Academy, sponsored by the General Fraternity, I can confidently say the Alpha Tau Chapter of Beta Theta Pi is blessed with one of, if not the best, alumni groups. Our current success and excellence surely finds its roots in the bridges that generations have laid before us. Although the interaction between alumni and the active chapter is already prevalent, new developments promise further cohesion between brothers of all ages.

This spring serves as the kick-off for multiple exciting developments. Alpha Tau will soon boast a new website that will serve as a platform for parents, potential members, active members, and alumni to communicate. **Kaleb Duncan '15** and **Jacob Shiohira '16** will serve as paid interns

## PROFOUND ALUMNI SUPPORT AT BETA THETA PI

*(Continued from page 1)*

*noticeable to me was that in some of the other houses there were a lot of areas where simply painting would have resolved some sore thumb issues, particularly in the upstairs areas. Obviously, we are new, but it was more than that, the Beta house simply seemed to have no unaddressed maintenance issues and was free of clutter—basically, it was just a tight ship. I am not sure exactly what aspects drew Chip to his conclusions that the house was physically the best, but I know he definitely thought the sleep/study separation was best, and that arrangement was in perhaps half of the others we saw.*

Messages such as this help validate our decision to renovate the chapter house. Twenty percent of our alumni base has supported our campaign. So has the active chapter since the campaign's inception—through increased house bills. This is a higher average than most Greek campaigns according to the firm helping manage our efforts. It is also a reflection there is room for more financial participation. We have heard many reasons on why a brother cannot make a pledge to our campaign. Many are valid and fully supportable. **If, however, each of those who have not supported our chapter could make a one-time gift of \$75, we would reach our goal.** Your gift helps us maintain our chapter excellence.

We develop future leaders; we send actives to leadership programs developed by the General Fraternity; we expand our brotherhood; we support causes which benefit others; and we help secure a place in the UNL community and beyond that proudly reflects the heritage each of you helped to build.

Current campaign figures are available at [www.1515r.org](http://www.1515r.org). By almost every measurement, our campaign has been a success. Let's add that last measure of our commitment to Alpha Tau by reaching or exceeding our goal. Look into your heart, and mail your check or pledge today. Thank you for your support!

Sincerely, in \_\_kai\_\_,  
**Bruce McKeag '65**  
Campaign Co-Chairman  
(402) 488-3379  
[bm93558@windstream.net](mailto:bm93558@windstream.net)

**Bill Dana '76**  
Campaign Co-Chairman  
(402) 968-7977  
[billdana@me.com](mailto:billdana@me.com)



## Alumni Commitment Sets Chapter on Positive Path

who update and maintain the website. A new internship program that promises to provide every qualified active member an internship in his undergraduate career is underway as well. In fact, **Kolt Hale '15** will be the first Beta to receive an internship at Ameritas Life Insurance Corp. this summer. Special thanks to **Steve Andersen '60** for this opportunity.

Finally, to pair with our new Gallup strengths emphasis, a mentorship program is starting. Active members will be paired with alumni who have agreed to reinvest in the young men of Beta Theta Pi. **Grant Gregory '60** and I will be the first pair in this program and I cannot express in words my excitement and gratitude for Grant's genuine care and friendship. I hope alumni realize the way they impact and shape the lives of the men of the active chapter. I find myself inspired and honored to follow in the footsteps of countless outstanding men, and it is a special honor to call you all my brothers. I cannot say thank you enough.

Yours in \_\_kai\_\_,  
**Stephen Enke '15**  
Chapter President  
[president@nebraskabeta.com](mailto:president@nebraskabeta.com)

### Congratulations, New Initiates

- |                               |                               |
|-------------------------------|-------------------------------|
| <b>John Pfeifer, AT 2399</b>  | <b>Nathan Pettid, 2418</b>    |
| <b>Alan Davis, 2400</b>       | <b>Connor Mohar, 2419</b>     |
| <b>Tanner Haas, 2401</b>      | <b>Jared Tommeraasen,</b>     |
| <b>Max Sealer, 2402</b>       | <b>2420</b>                   |
| <b>Cole Meister, 2403</b>     | <b>Will Schulenberg, 2421</b> |
| <b>Chase Caverzagie, 2404</b> | <b>Michael Kardel, 2422</b>   |
| <b>Jesse Rood, 2405</b>       | <b>Preston Schulte, 2423</b>  |
| <b>Alex Ober, 2406</b>        | <b>Alex Bernhardson, 2424</b> |
| <b>Griffin Mims, 2407</b>     | <b>Lucas Culbertson, 2425</b> |
| <b>Jake Johnson, 2408</b>     | <b>Merrit Lane, 2426</b>      |
| <b>Aaron Ficek, 2409</b>      | <b>Tyler Groth, 2427</b>      |
| <b>Gage Mruz, 2410</b>        | <b>Koel Radtke, 2428</b>      |
| <b>Josh Greisen, 2411</b>     | <b>Brian Smith, 2429</b>      |
| <b>Noah Thorton, 2412</b>     | <b>Austin Ortmeier, 2430</b>  |
| <b>Ryan Grove, 2413</b>       | <b>Nico Orti, 2431</b>        |
| <b>Nathan Goltz, 2414</b>     | <b>Michael Charvat, 2432</b>  |
| <b>Jack Rice, 2415</b>        | <b>Sam Maxwell, 2433</b>      |
| <b>Jacob Shiohira, 2416</b>   |                               |
| <b>Cal White, 2417</b>        |                               |

The active chapter is very pleased that Alpha Tau has had a strong showing of alumni support throughout this year. Alumni offered their time during Initiation Week to interview pledges; at the beginning of the first semester, some alumni attended dinner with the pledges; alumni showed their continuation of support by coming to formal Monday night dinners, and some attended the spring alumni trap shoot event. Along with these visits and events, the new speaker program that the active chapter has started is beginning to take off with **Grant Gregory '60** launching it as the first speaker in March, and the continuation in April with **Kurt Seibert '11**.

Possibly the most pivotal event this semester is the involvement of *The Experience Company*

in developing a website, which will link alumni and active members like never before. The active chapter could not be more pleased with the exceptional attitudes and continued involvement of the alumni in the success of not only Alpha Tau, but in the men who form the active chapter.

We are planning an alumni golf tournament in the fall, which will probably coincide with our Parent's Day Weekend. We will keep you posted.

Yours in \_\_kai\_\_,  
**Mike Franken '15**  
Alumni Relations Chairman  
[alumni@nebraskabeta.com](mailto:alumni@nebraskabeta.com)

## THE EXPERIENCE COMPANY PROVIDES RESOURCES TO INCREASE ALPHA TAU'S NETWORK

Past issues of *The Dragon's Tale*, available on [beta.unl.edu](http://beta.unl.edu), have mentioned *The Experience Company (TEC)* and a number of items we are doing to improve the content, speed, and frequency of communications for both undergraduate members and alumni.

Since our last update, significant progress has been made to develop an attractive, professional, yet functional website, which will fit the needs of all those who wish to know more about our outstanding chapter or get involved. We've transitioned our platform to Every Action, a software vendor, who will provide a mobile responsive design and accompanying database to better maintain and update the constituents of Alpha Tau. The website is still a work in progress, but it is our hope the site will be operational in the coming weeks.

We are pleased to announce two interns, **Jacob Shiohara '16** and **Kaleb Duncan '15**, will be helping administer our new website and communications platform over the next 18 months. Jacob will be assuming the title website and database operations intern and will assist in the daily upkeep, maintenance, and functionality of the database website. Kaleb will be the communications and content management intern and assist in the timely creation and update of all noteworthy things happening within the hallowed walls of our fraternity and in the University of Nebraska-Lincoln community as well.

Streamlined communications through the merging of existing Alpha Tau Beta websites is only one objective of what *TEC* is doing to keep alumni and others involved. We hope *TEC* can also be used as a recruiting tool, developmental tool, and generally enhance the experience of the young men in the Alpha Tau Chapter. Once completed, our new web address will be [www.nebraskabeta.com](http://www.nebraskabeta.com). This site can be accessed now, and a message will inform you that a new site is coming this year. Bookmark it as a favorite. Stay tuned!

Yours in \_\_kai\_\_,  
**Tyler Carpenter '11**  
President, *The Experience Company*



# 2016 Executive Officers



# THE DRAGON'S TALE

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 Lincoln, NE 68542

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|---|--|
| President<br><b>Stephen Enke '15</b><br>Millard West High School (NE)<br><a href="mailto:president@nebraskabeta.com">president@nebraskabeta.com</a>                     | Risk Manager<br><b>Pat Buechler '15</b><br>Creighton Preparatory School (NE)   |
| Vice President<br><b>Nick McEwin '15</b><br>Elkhorn South High School (NE)  | Secretary<br><b>John Lane '14</b><br>Millard South High School (NE)  |
| Treasurer<br><b>Ryan Kirby '14</b><br>Lincoln Southeast High School (NE)  | Scholarship Chairman<br><b>Riley Heller '15</b><br>Elkhorn South High School (NE)  |
| Recruitment Chairman<br><b>Kevin Wilhelm '15</b><br>Creighton Preparatory School (NE)<br><a href="mailto:recruitment@nebraskabeta.com">recruitment@nebraskabeta.com</a> | Social Chairman<br><b>Garrett Kraus '15</b><br>Lincoln Southeast High School (NE)  |
| Pledge Educator<br><b>AJ Carpenter '15</b><br>Park City High School (UT)  | Philanthropy Chairman<br><b>Sam Brower '15</b><br>Bishop Heelan High School (IA)   |
|   | Alumni Relations Chairman<br><b>Mike Franken '15</b><br>Rockhurst High School (MO)<br><a href="mailto:alumni@nebraskabeta.com">alumni@nebraskabeta.com</a> |

## OUR MYSTIC SHRINE

**David K. Kauf '51**, a resident of Lincoln, NE, entered Our Mystic Shrine on November 30, 2015. David was a graduate of Hastings High School (NE) and the University of Nebraska in 1954. While at UNL, he was a member of Phi Beta Kappa and a Woodrow Wilson Fellow. For his adult life, he was involved in senior leadership with several insurance companies, including Blue Cross/Blue Shield, Colonial Penn, and the Principal Financial Group, from which he retired in 1995. He is survived by his wife, Jan, who was born 10 hours after her future husband in the same Hastings hospital; two Beta sons, **Ted Kauf '81** and **Paul Kauf '83**; two other sons; 10 grandchildren; and two great-grandchildren. David was preceded in death by his Beta father, **Karl Kauf 1918**.

**William "Bill" S. Peterson '62** of Iowa City, Iowa, entered Our Mystic Shrine on March 6. Bill attended both the University of Nebraska-Lincoln (UNL) and Iowa State University as an undergraduate. He received a Master's degree in architecture from the University of Minnesota. During Bill's time at UNL he enlisted in the U.S. Marine Corps (USMC) to serve in the Vietnam War. He received the Bronze Star and Purple Heart for injuries received during the Tet Offensive in 1968. He retired with the rank of colonel after more than 25 years of active and reserve service with the USMC. After working for several architecture companies, Bill established William Peterson Architects in North Liberty, Iowa, in 1990. His firm designed assisted living facilities for Iowa's aging population, and Bill worked until his death. He is survived by his wife, Diane, five children, several grandchildren, and four brothers, including **C. Lee Peterson '60**.

WEBSITE <a href="http://beta.unl.edu">beta.unl.edu</a>	WEBSITE <a href="http://www.1515r.org">www.1515r.org</a>	FACEBOOK Beta Theta Pi - University of Nebraska	TWITTER @BETA_UNL	INSTAGRAM @beta_unl	LINKEDIN Beta Theta Pi, Alpha Tau Chapter

## RECRUITMENT RECOMMENDATIONS NEEDED!

Alumni, we value your input on membership selection. If you know someone who would be an asset to the chapter, please send the information below to Recruitment Chairman **Kevin Wilhelm '15** at [recruitment@nebraskabeta.com](mailto:recruitment@nebraskabeta.com). **Remember the June 15 deadline for recommendations.**

Prospect's name: \_\_\_\_\_

Prospect's cell phone, if available: \_\_\_\_\_

Prospect's email: \_\_\_\_\_

Home address: \_\_\_\_\_

High school attended: \_\_\_\_\_

Intended major: \_\_\_\_\_

Activities: \_\_\_\_\_

\_\_\_\_\_

Name of parent(s) or guardian(s): \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Is prospect a Beta legacy? If yes, provide full details: \_\_\_\_\_

\_\_\_\_\_

Reference submitted by: \_\_\_\_\_