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A Brotherhood of Kappa Nu, Phi Alpha, Phi Epsilon Pi, Phi Sigma Delta, Zeta Beta Tau

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EDITOR

[Faron A. Lewitt](#) (Alabama '97)

COPY EDITOR

[Jonathan I. Yulish](#) (Case Western Reserve '84)

CONTRIBUTING WRITERS

Rabbi Mark S. Bloom (Northwestern '88)

[Laurence A. Bolotin](#) (Florida '01)

Lloyd G. Bristol II (Massachusetts '74)

Michael D. Cimini (Cornell '92)

Congressman Martin Frost (Missouri '64)

Merritt Olsen

GRAPHIC DESIGN

[The Pursuant Group, Inc.](#)

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Email: zbt@zbtnational.org

Website: www.zbt.org

Address: Zeta Beta Tau Fraternity, Inc.
3905 Vincennes Road, Suite 300
Indianapolis, Indiana 46268-3057.

Phone: 317.334.1898

Fax: 317.334.1899

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FORTY YEARS LATER, FRATERNITY BONDS STILL STRONG

Tuesday, November 20, 2007

By Martin Frost

I am not overly sentimental, but sometimes an event is so extraordinary that it makes me stop to think about what made me the person I am today.

Recently, I attended a reunion of the members of my college fraternity (Omega Chapter of Zeta Beta Tau) who pledged the fraternity at the University of Missouri between 1960 and 1967. About 60 of us spent the weekend together, which included attending Missouri's football game against Texas A&M in Columbia, Mo. It was a moving experience.

Let's set the scene. This was a gathering of middle and upper-middle class Jewish men in their early and mid-60's. It was a collection of doctors, lawyers and successful businessmen who shared the formative years of their life at 915 Richmond in Columbia.

The weekend was nothing short of extraordinary. I hadn't seen most of my brothers in 40 years. Many of us had dinner together Friday night in St. Louis, took a chartered bus to the game where we all sat together (except Harvey Eisen, who is a big giver to the university and sat with the president and chancellor in a special box), and then had dinner together in a private room at the Alumni Center before taking the charter back to St. Louis (some who came from Kansas City drove home separately).

The stories we all told at the two dinners would make a good movie (actually the screen play for the movie "Animal House" took a lot of its inspiration from the ZBT chapter at Washington University in St. Louis, and the script for the movie "Revenge of the Nerds" was written by a ZBT from my own chapter).

We bonded that weekend in a way no one thought possible. We remembered how zany and wonderful our time together had been when we were 18, 19, 20 and 21. And we remembered what an extraordinary influence that time had been on the rest of our lives. We learned to be part of a team, to share our hopes and dreams, to have fun and to achieve.

Today many of us are grandfathers but our memories of those years today were vivid, funny and for the sessions that included wives and girlfriends, a little off color. We all realized that we had matured greatly during our years together in college and that being part of something special had given meaning to our lives in later years.

I, for one, honestly believe that I would never have had the self-confidence to ultimately run for public office if I had not spent those four college years learning valuable lessons about what it means to be a part of something greater than myself. ZBT at the University of Missouri was a widely respected institution. My fraternity brothers never took themselves too seriously but we all quickly learned how to make the whole greater than the sum of its parts.

The 1960's were a magical time for ZBT at the University of Missouri. We elected one of our members (the late Harvey Kantor) student body president. Our membership included starters on the Missouri football and baseball teams. We twice won the campus-wide quiz bowl competition (the first with a team of four skinny sophomores by the names of Rosenbaum, Stine, Mendelson and Frost and the second time with a team anchored by Steve Hochman who is today former President Carter's principal aide at the Carter Center in Atlanta).

We had brothers who were president of the student union and chief justice of the student court.

The graduates from that era haven't done too badly since. Most served in some fashion in the military. At least one, Al Stine, made a career out of the Air Force. The aforementioned Harvey Eisen has been a major investor on Wall Street and was a regular panelist on the PBS show "Wall Street Week." Another one of our fraternity brothers (Mike Ruby) served as Editor-in-Chief of U.S. News and World Report and, of course, I represented the 24th Congressional District of Texas for 26 years in Washington.

Fraternalities aren't as popular today as they were 45 years ago. Times have changed and young men have different ways of coming of age. However, fraternalities have not completely disappeared. I am proud that my son-in-law, Rabbi Larry Bach, is a ZBT.

The good times we enjoyed as ZBT's at the University of Missouri can never be taken away from us. The lessons we learned about life and about teamwork are hard to duplicate in today's culture.

For just a weekend, we all remembered how important we had been to each other at a truly formative time in our young lives.

Martin Frost served in Congress from 1979 to 2005, representing a diverse district in the Dallas-Ft. Worth area. He served two terms as chairman of the House Democratic Caucus, the third-ranking leadership position for House Democrats, and two terms as chairman of the Democratic Congressional Campaign Committee. Frost serves as a regular contributor to FOX News Channel and is a partner at the law firm of Polsinelli, Shalton, Flanigan and Suelthaus. He holds a Bachelor of Journalism degree from the University of Missouri and a law degree from the Georgetown Law Center.

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Thank you to all who provided feedback in response to the inaugural issue of the *Digital Deltan*. Please do me a favor, after you have had a chance to click your way through this second issue of the *Digital Deltan*, let me know what you think by sending me an [email](#). Once again, I believe you are going to like what you see.

Feedback from the inaugural issue of the Digital Deltan...

Extremely well done! You can really tell the time and resources put into the Digital Deltan... Keep up the great work!
-Bruce R. Bendell, CPA/PFS (Colorado '90)

Outstanding presentation, I am amazed at what you can do digitally for the Deltan. Next time you probably will add videos! [Saul, you were correct, this issue does include a few videos...be careful what you wish for] My goodness what is this world coming to? Content was interesting...was easy to read.....was varied....was wonderful!
-Saul A. Fern (Boston '54)

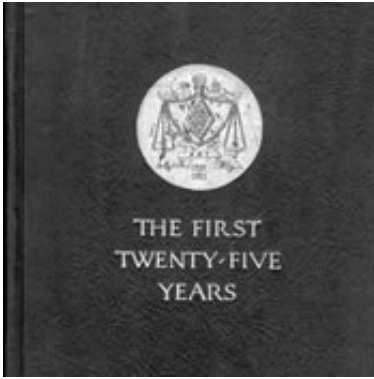
The new format is spectacular. A little static on the opening but otherwise fine. Keep up the good work. Fraternally,
-Steven Klebanoff (Ohio State '61)

Just wanted to drop you a note saying the new [Digital] Deltan is very impressive. Let the folks up here in DC know if you all need any help with the chapters in the area or if ZBT needs help in any other area I may be of service in.
-Boris M. Zilberman (Alabama '06)

We do not have a ZBT chapter here (Buffalo) but I received a copy of the new version of the Deltan and I gotta say, I really like that. Job well done!
-Pam Stephens-Jackson, Ed.M. (Assistant Director for Greek Affairs)

Feedback from the *Bond of Brotherhood At Home and Abroad*...

Is there some way to get an e-mail address for [Brother] Michael Mooney? As a ZBT alumnus and a veteran, I would love to contact him and give him my best.
-Kenneth A. Sadeckas (Youngstown '75)



The First Twenty-Five Years

In 1750, the American College Fraternity was born. One hundred and forty-eight years later, the benefits of fraternity life began to become available to the Jewish college man. The interim was not wasted. It was a period during which the college fraternity was finding its proper place. It began as a literary club, developing as a relief from a rigidity of faculty discipline that characterized the pre-Civil war period. The fraternity men became conspicuous as leaders in the rough-and-tumble "Town vs. Gown" days, and competition for members was attended by incidents which did much to put this type of organization on the defensive and in some few communities kept it there to this day. But the last quarter of the nineteenth century was the dawn of a new era in the history of the American College Fraternity. It began to realize that it was to play a conspicuous and beneficent part in the scheme of higher education. Fraternity men began to understand that the interest of all fraternities was identical with the interest of each fraternity. These first gleams of truth did not reveal the entire structure of fact until the end of the first decade of the present century. But the reform was well on its way when Zeta Beta Tau came into being, free from the traditional animosities that still embittered some of its elders and free from any taint of those early excesses which all fraternities have resolutely and with increasing success endeavored to live down.



College fraternities are very much alike. The cardinal human virtues are, with significant uniformity, conspicuous parts of their rituals and ideals. Physical and moral courage, restraint, truth, justice, charity, loyalty, patriotism, and brotherhood: in some form, these find expression in most, if not all, of the vows, and obligations which are the threshold over which the initiate passes into chapter life. All this is true of Zeta Beta Tau. But if that were all, there would have been no Zeta Beta Tau today.

Zeta Beta Tau is a Jewish organization. Its advent brought Jewish students the material and social advantages of fraternity life—a home, good food, agreeable companionship, and a conscious mission.



What was this mission? From every section of the land young men come to the Universities bringing with them all manner of prejudices, preferences, and pre-dispositions. Many of these relate to the Jew. Rarely perhaps, but too often, in a mind poisoned by a slander, or a tale that is told, is the conception of the Jew painted in the colors of physical and moral cowardice, greed, ostentation, unsociability and anti-social proclivity. From the universities, young men go to every section of the land - young men who will one day lead the thought in their local communities. What impression do they carry back concerning the Jew? Much depends upon the kind of Jew they meet in college. One does not dissipate a prejudice by denying, however vigorously, its soundness or justice. A prejudice knows but one mortal enemy-a series of demonstrated facts that are obviously wholly inconsistent with the prejudice. One such fact is not a fatal dose. It is but the "exception that proves the rule." The "exceptions" must be multiplied until they become the rule. Accordingly, it is the mission of the Jewish student to have contact with his non-Jewish comrades on the athletic field, in journalism, debate, dramatics, and in every field of campus activity which affords expression to that moral and physical courage, that capacity for sportsmanship, generosity, sociability and social conscience which form part and parcel of the Jewish racial heritage. The task is not without its disappointments and reverses. But it has yet to be undertaken in any American university where it was not ultimately crowned with some measure of success. To stimulate this missionary effort, to tide the individual over the depression of temporary defeat, to launch him anew into the combat to ultimate victory as a Jew, this is a labor that distinguishes from the others this Zeta Beta Tau-this group of socially congenial Jewish collegemen banded together to demonstrate by their every word and deed in public and in private the best of which Jewish manhood is capable and the inherent excellence of the Jewish character.

A tremendous experiment, that-an experiment in pro-Semitism. It is now in its twenty-fifth year. Has it succeeded or failed? It is too early to say. It will always be too early to say until the need for education in race appreciation is no more. But a reasonable test of how the experiment is faring is the growth of the fraternity and its present strength, vitality and promise. To meet that test this volume has been prepared.

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The Next 100 Years

This year I was blessed to celebrate the 100 year anniversary of my congregation, Temple Beth Abraham, in Oakland, California. Though I was not around for ZBT's 100 year anniversary, the fact that our fraternity has also recently passed the century mark, gives me reason to reflect on the idea of 100.

If our founders could have thought that far ahead, could they have imagined what our fraternity would be like today in 2008? By the same token, while tradition is such a vital part of fraternity life, do we really think that we understand what university and fraternity life were like in 1898?

In Kabbalah, Jewish mysticism, there is a concept called Gematria, which is numerology, where you look at the numerical equivalents of different Hebrew letters. I thought it would be fun to look at some Hebrew phrases which add up to 100, many of which apply to our situation as 100 years plus of ZBT. The word yamim, which means days, adds up to 100, hinting at the reflections we are undertaking at the crossroads of 100 plus years. The phrase lech lecha (go, you go), the words uttered to Avram by God before he undertook his journey to the land adds up to 100. This reminds us of the trials and tribulations of the ZBT journey to the "City of Light." So does Chacham lev (wise heart), which King Solomon requested of God before he was about to rule. Wisdom is, of course, one of the six pillars on which ZBT is based.

To me, the linkage of these three means that as we reflect on the yamim, days, ahead, we realize that we will be on a momentous journey (Abraham's lech lecha), and we can only hope that we are guided by the Chacham lev, the wise heart, as we go on our way.

May our journeys for this coming year, 2008, as well as for the next 100, be filled with commitment to the values of ZBT.

L'shalom,

Rabbi Mark Bloom

First Annual Networking Night

On the evening of October 4, 2007 over 200 alumni and undergraduates gathered for the first annual ZBT Networking Night. The event took place at the Marriott Marquis in Manhattan. Everyone in attendance helped to make this event a success, truly a great night of Brotherhood.

The evening began with a social/networking hour. Brothers had an opportunity to catch up with old friends and meet new ones. The formal program began by recognizing the undergraduate brothers in attendance and then those who graduated in the 1940s. Brotherhood truly is a lifetime commitment.

The program continued with **National Vice President Philip M. Waxberg, (CCNY '66)** who recently retired after serving as the Chief Financial Officer of ZBT for almost two decades providing an update on the state of Zeta Beta Tau Fraternity. **Foundation Executive Director Faron A. Lewitt (Alabama '97)** then provided a brief update on the Zeta Beta Tau Foundation.

The idea for this evening began with a meeting former Foundation Director of Development **Spencer B. Bodner (Syracuse University '05)** had with **John Brecker (American '85)**, the first of three speakers for the evening. Brother Brecker provided his time, talent and treasure to this event. The vision for the evening was to provide undergraduates and alumni with the opportunity to network with successful brothers and learn about different careers. Brother Brecker spoke about his career path and working on Wall Street.

Douglas L. Maine (Temple '70) was the second speaker for the evening. Doug is a former Fraternity staff member and a past Director of the Zeta Beta Tau Foundation. He joined IBM in 1998 as Chief Financial Officer following a 20-year career with MCI, where he was Chief Financial Officer from 1992-1998. He was General Manager of ibm.com in 2000 and General Manager, Consumer Products Industry in 2003 and retired in 2005. Doug spoke about different types of networks and how to best build and manage those networks.

The final speaker for the evening needed little introduction. **Alan "Ace" Greenberg (Missouri '49)** has been with Bear, Stearns & Co. Inc. since graduating from the University of Missouri. He began his employment as a clerk and later became a trader. In 1958 he was made a partner and was named Chief Executive Officer in 1978. In 1985, when the firm went public, he was named Chairman of the Board. He relinquished his title as Chief Executive Officer in 1993 and retired as Chairman in June 2001. Brother Greenberg currently serves as Chairman of the Executive Committee of The Bear Stearns Companies Inc. Ace spoke about advancing your career by getting involved.

Foundation Executive Director Lewitt said of the speakers, "You each lead your lives by example and have helped others along the way, just as our Ritual instructs. You each make ZBT a Powerhouse of Excellence."

Those in attendance took advantage of the opportunities to learn from each other, mentor an undergraduate brother, do business with each other, hire fellow brothers, and become friends with other brothers.

The evening's networking continued following the formal program by providing brothers an opportunity to locate an area of interest, the profession in which they currently work or a profession in which they have an interest in learning more.

Greek Anti-Hazing Hotline

As part of the ongoing effort to end hazing on college campuses and particularly within Greek organizations, Zeta Beta Tau has joined over twenty international fraternities and sororities in a coalition to establish the Greek Anti-Hazing Hotline. The toll-free number is 1-888-NOT-HAZE (1-888-668-4293).

The line is available to those who think they, or students they know, have been or may become victims of hazing. Callers may remain anonymous or provide personal information so their concerns can be responded to directly.

The Anti-Hazing Hotline connects to a dedicated voice mailbox at the Cincinnati law firm of Manley Burke, the publisher of *Fraternal Law*, a well-known law journal that chronicles legal issues involving collegiate Greek organizations and higher education.

Manley Burke will monitor the anti-hazing hotline on a daily basis and will forward all messages to the appropriate fraternal organization, along with the hazing laws from the relevant jurisdictions. In states in which the law requires notification of other authorities, this will be done. A hazing alert for an organization not involved as a sponsor will be handled as though that organization were a sponsor.

"Fraternities and sororities take hazing very seriously and have worked hard to see that hazing is eliminated," said Tim Burke, president of Manley Burke. "They recognize too many people have been hurt or died as a result of hazing incidents and that today more than 45 states make hazing a crime. Officers of Greek organizations are consistently teaching their members that hazing is antithetical to the high ideals of brotherhood and sisterhood embodied in the fraternity movement," he continued.

Norval Stephens, chairman of the Delta Tau Delta Educational Foundation and former international president of the fraternity, led efforts in establishing the hotline. Stephens worked to grow interfraternal support for the hotline from the time it was conceived in January 2007 through recruitment of sponsors and participating organizations and finally to its implementation.

Stephens explained the goal: "Our experience in the Greek world on hazing and alcohol abuse is that behavior is not changed by research. We believe educational programming and action change behavior. Research illuminates the problem but does not solve it. We hope the hotline helps to eliminate hazing."

Stephens added, "Without exception, all national fraternities and sororities are serious about addressing hazing on the college campus. Many fraternal groups not listed as sponsors already have their own hotlines dedicated to the fight against hazing. We stand with them in our common goal to eliminate these behaviors."

The Anti-Hazing Hotline is a crucial new tool for Greek organizations to use to fight hazing. The 20 founding sponsors, who represent in excess of 35% of all fraternity and sorority members, have invited other fraternities and sororities to join as official sponsors of the Greek Anti-Hazing Hotline.



Kappa's 100th

The 100th birthday festivities for the Kappa Chapter of Zeta Beta Tau at Cornell University were a huge success. Over 100 brothers and guests celebrated at four separate events over the three day weekend of September 28 through September 30th. Alumni from the 50's, 60's, 70's, 80's, 90's and 00's were represented as well as several current undergraduates. Recording artist Seth Kaufman '94 played some of his ethereal original piano music while all attending sipped cocktails and caught up with Brothers familiar and new. Scott Goldstein '92 emceed a delightful program with Kappa Foundation, Inc. President Michael D. Cimini '92 and Kappa Edgecliff Foundation President Matthew J. Rubins '90 speaking and making many of the presentations.

The highlight of the evening was the presentation of the first annual *Kappa ZBT Man of Distinction Award* to Brother Richard Meier '56 (turn the page to read more about Brother Meier). The award was presented by Richard's big Brother, Kelly Marx '55. While an important ZBT in his own right, Kelly was gracious enough to help Kappa shine the spotlight on his little Brother, sharing many stories of Richard's accomplishments both in and beyond ZBT. Richard, a world famous architect now, was unfortunately unable to attend as he was opening a museum that very night with Chancellor Angela Merkel in Germany. He did however happily provide the audience with a recorded acceptance speech in which he recalled some wonderful fraternity memories and urged the undergraduates present to "follow their passions."

Presentations were also made to the inaugural *Edgecliff Hall of Fame* class. Brothers Leonard Harlan '58, Robert Rosenberg '59, Richard Schwartz '60, Jules Kroll '63, Jerry Ippolito '79 and Paul Breitenbach '92 were all honored for their embodiment of ZBT's ideals of leadership and service and their continued commitment to ZBT, Cornell, and the external community. Brother Albert Aschaffenburg '41 was inducted posthumously as he unfortunately passed away last year.

Brothers Cimini and Rubins were joined in speaking at the event by KFI Chairman Emeritus Richard Schwartz '60 who made remarks on behalf of the inaugural Hall of Fame class. Dick and others were responsible for keeping Edgecliff afloat during some very dark times for fraternities in general. He has been involved with Kappa ZBT for 50 years now. Schwartz reminded his Brothers, "We must take care of the institutions we care about because somebody else may not be there to do it."

Current Chapter President Adam Kressel also made some inspiring remarks and called for a renewed depth to undergraduate and alumni relations. The undergraduates and their guests who made the long trip from Ithaca seemed enthused and delighted with the program and the alumni were treated to an undergraduate "rah-rah" and spirited ZBT chants! Adam also accepted a congratulatory proclamation from National President Harold A. Davidson (Alpha Delta '65), who came to celebrate Kappa's 100th.

The program finished with a presentation by Rubins on the state of Cornell, the Greek System, and Edgecliff. Matt revealed Kappa's plans to succeed in an environment of increased University competition and cooperation.

The celebratory dinner concluded with the alumni and undergraduates joining voices in singing the fraternity song. The song was led with great emotion by Dennis Cahill '80. Said David Hirsch '57, "The ZBT song at the end brought tears to my eyes." Happy 100th Birthday to Kappa!

For more information on Kappa visit www.kappazbt.org.

Print this article

Phi Sigma Delta of Zeta Beta Tau/University of Massachusetts - Amherst Alumni Reunion

ZBT Alumni from the University of Massachusetts-Amherst held a July reunion in Massachusetts. Brothers from the '60s and 70's were in attendance (Phi Sigma Delta back then). Brothers who had not attended a reunion since graduation in '67 attended this 40th anniversary of their departure from campus. Three brothers traveled from Florida, one each traveled all the way from Iowa, Vermont and New Hampshire.

Friday evening a local brother hosted a gathering in Brewster with a business meeting and lots of stories to share. Saturday it was Golf for sixteen at the Brewster Captains course where **Lenny Harris (Massachusetts '72)** enjoyed a hole-in-one. Spouses and other brothers attended local tourism events, including a four hour sail off the cape on a Connecticut brothers' 42 foot sailboat docked in Hyannis for the weekend.

Check out the Phi Sigma Delta of Zeta Beta Tau/University of Massachusetts - Amherst alumni website at <http://phisig.atspace.com>

Fraternally submitted,

Lloyd G. Bristol II (Massachusetts '74)

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Brother Richard Meier Named Man of Distinction

World-renowned architect Richard Meier (Cornell '56) was honored in September with the first-ever *Kappa ZBT Man of Distinction Award*. The award was presented during the chapter's 100th birthday weekend, September 28-30, 2007, with more than 100 brothers and guests present to celebrate the chapter's first century at Cornell.

Brother Meier was unable to attend the celebratory events, as he was scheduled to be in Germany with German Chancellor Angela Merkel for the opening of The Arp Museum, which he had begun designing more than a decade earlier. Meier humbly provided a video-recorded acceptance speech, recounting memories from his days in the chapter and encouraging young ZBT's to do what they love and follow their passion, as he did with architecture.

"I'm very honored and pleased to accept this award. It's a wonderful tribute. Of course, I don't deserve it, but it gives me time to reflect on the wonderful days I spent at Cornell and at ZBT and how meaningful those years were for me and are still for me," said Meier, as part of his recorded speech.

Meier spoke of ZBT's faculty advisor, Arch Dotson. "Arch had a great influence on everyone. Anyone who took his government courses benefited from his wisdom. But Arch became a friend as a result of his involvement with ZBT," he shares. While Meier was still a student, Dotson asked him to design a house for him in Ithaca. He'd never built anything before, but Dotson asked him to come anyway and look at the foundation, which had already been built. He ended up designing the home and its attached barn for Dotson and his family.

He told a story of rooming with close friend, Marc Meshorer, during their sophomore year. Living in the ZBT house, he says they both got to know everyone much more intimately than if they had continued living off campus. Meier described Meshorer as "extraordinary." One semester, both of them were registered for an 8:00 a.m. Russian Literature course, and Meier dutifully got up early every Monday, Wednesday and Friday to attend. Meshorer didn't attend but suggested that Meier take copious notes that he would later review. At the end of the class, Meshorer had studied Meier's notes and both of them wrote their final papers. Meshorer got an A, and Meier got a B- in the class.

Meier says during college he never thought about what his career in architecture would be like, in fact he almost missed out on the chance to have a career in architecture because of a failing grade in Professor Brown's calculus class during his freshman year. Every freshman was required to take calculus, he recalls, and his failing grade would have prevented him from continuing in architecture. Having determined that retaking the course from Professor Brown was not a viable option, he enrolled that summer in a calculus course at Seton Hall University, near his parents' home, along with many of Cornell's basketball players who also failed Professor Brown's class. He ended up earning a passing grade, enabling him to continue his pursuit of his architecture degree.

"I've been very fortunate to have worked in every country in Europe except Belgium and Great Britain. I've done extraordinary projects, a museum in Barcelona, an office building in Paris, a museum in Frankfurt. I won the commission to do what was called 'The Commission of a Lifetime,' the Getty Center in Los Angeles. It's an amazing institution," says Meier.

"And I've been very lucky in having extraordinary projects to work on throughout my career. I have a lot left to do - a lot of things I want to do and a lot of things I'm currently working on, which won't be completed for 10 or 12 or 15 years," says Meier.

An example of the years it takes to complete a project, Meier celebrated with German Chancellor Angela Merkel at the opening of The Arp Museum, the same day he was to receive the Man of Distinction Award from his chapter. "Since I've been working on that project for over 12 or 14 years, I have to be there. I'm sorry not to be with you all, but I'm there in spirit," said Meier of the Cornell event.

Meier spoke fondly of his big brother in the fraternity, Kelly Marx. "I couldn't have asked for a more wonderful, giving, loving man to have as a big brother than Kelly. He's a very gregarious and outgoing guy. He loves people and loves being with people, and he's continued to keep contact with many of our friends at ZBT," says Meier.

Finally, Meier ended his recorded greeting with a recommendation to young ZBT's to "do what you want to do, do what gives you pleasure, do what you think is a way that you can contribute, do what you want. Don't think about a career, don't think about how much money I can make if I do this, do it because you have a passion for it. I do architecture because I love it. I love making buildings. It gives me great pleasure to walk through a building which I've designed and see it finished, and see it used, and see people, and see the light, and see how it reacts to nature. This gives me enormous pleasure. And sometimes it works out and sometimes it doesn't, and you've got to keep working at it. My advice is find what is your passion and what will keep you going for a long time," he shares.

Meier has designed many acclaimed museums including The Getty Center and the Museum of Television & Radio in Los Angeles, California; the High Museum of Art in Atlanta, Georgia; the Museum of Applied Art in Frankfurt, Germany; the Museum of Contemporary Art, Barcelona, Spain; and the Burda Collection Museum in Baden-Baden, Germany. In 1984, Meier was honored as the youngest architect to receive the Pritzker Prize, sometimes referred to as "the Nobel Prize of Architecture". In 2006, Cornell honored Meier at his 50th Reunion by premiering a biographical video celebrating his lifelong connections to the University.

Sharing a Common Bond: Art and Brotherhood

Having met in 1946 as members of the Alpha Delta Chapter at the University of Southern California, Sidney B. Felsen (Southern California '50) and Stanley Grinstein (Southern California '50) have spent a lifetime as friends and business partners. In 1966, their mutual interest in fine art inspired the creation of Gemini G.E.L. (Graphics Editions Limited), an artists' workshop and publisher of museum-quality limited-edition fine art graphics and sculptures, located in Los Angeles.

Shortly after their graduation from USC in 1950, Grinstein married his wife Elyse, and together they became serious art collectors, frequently visiting galleries and museums and mingling with the art community in Los Angeles. Grinstein got involved in the art scene and began developing friendships in the community, in part by serving on the boards of the Los Angeles County Museum of Art and the Contemporary Arts Council.

Meanwhile, Felsen focused on his career as an accountant and pursued his art interests in his spare time. For fun, he enrolled in art school on nights and weekends and continued taking classes for more than a decade with Grinstein attending occasionally to keep him company. Both took advantage of whatever opportunities they had to visit museums and galleries, getting to know the artists on a personal level whenever possible. In the 15 years after college they surrounded themselves with all things art related. Both would have attested to their growing interest in art, but it was always just a hobby, never a career aspiration. "I was more serious about it than I realized," says Felsen. "I used to say that art was a lot of fun but a terrible way to make a living," he recalls.

It was late in 1965, when the pair decided that it would be interesting and fun to open a little artists' workshop, like the ones they knew existed in Europe, where artists were invited to spend time in the workshop creating new pieces of art. There were very few such places in the U.S. at the time; therefore, Felsen and Grinstein hadn't considered its potential to become a promising business opportunity. It was just one more way for them to pursue their interest, get to know the artists personally and enhance their own personal collections.

The business was so successful that, within a few years, Felsen decided to give up his accounting practice and begin working full-time at Gemini. While Grinstein continued his full-time career in material handling equipment, he stayed involved with Gemini over the years by working at least one day or evening per week. Today, more than forty years later, the two remain business partners and friends and, more recently, Grinstein has transitioned over to full-time work with Gemini.

Brothers Felsen and Grinstein have had the privilege of collaborating with many accomplished and influential artists in the contemporary art world. As proprietors of Gemini G.E.L., they invite artists to come to their workshop to create drawings, lithographs, etchings, silk screens or sculptures. Just a few of the more than 60 who have visited include:

painter/sculptor Ellsworth Kelly; Pritzker Prize-winning architect Frank Gehry, creator of the Walt Disney Concert Hall in downtown Los Angeles and the Guggenheim Museum in Bilbao, Spain; painter/sculptor Robert Rauschenberg; and Jonathan C. Borofsky (Carnegie Mellon '64), creator of the famous "Hammering Men" public sculptures installed in cities like Seattle, Los Angeles and New York.

Artists come by invitation only and Gemini funds their visit, including lodging, supplies and, of course, the space for creative juices to flow. The relationship between the artist and Gemini is viewed as a collaboration. The goal: giving artists the freedom to create anything they want and helping them translate their ideas using new mediums. In advance of their visit to Gemini, artists might spend time brainstorming with sketches, drawings, models or collages. Upon arrival at the studio, Gemini provides its print, publishing and materials experts who collaborate with the artist to create proofs or prototypes.

In the final phases of the project, Gemini's highly trained staff hand-print museum-quality limited edition fine art graphics or reproduce sculptures created by the artist. To maintain the integrity of the work, the final prints or sculptures undergo the scrutiny of a curator who ensures that each edition is identical. Any flawed works are destroyed. The artist then signs and numbers each edition and gives possession of the lot (usually 30-50 editions) to Gemini. Artists receive a royalty when their work is sold.

When they come to the studio, artists have the freedom to spend as much time as they want. Felsen says they are encouraged to take time adapting to their new surroundings and do what they need to do to find inspiration. "When creating a piece for print, they have to work like they are creating a puzzle," he shares. Ink colors are applied to the paper one at a time, requiring a great deal of thought about how each color application will blend with the other colors and affect the end result.

Having pursued this venture primarily for personal interest, it was to Felsen and Grinstein's great surprise when Gemini became an immediate success. Felsen says much of it was about timing. "There were few artists prior to the mid-60s who could actually make a living; there just wasn't a market for art like there is today," he says. Growing public interest in the art scene started to take hold in the mid-60s, right around the time they opened the doors of Gemini. Prior to that, the art market was relatively non-existent.

The artists' workshop provides a unique opportunity to some of the world's most creative artists. "These are very curious and inquisitive people," says Felsen. "Coming to our studio is a whole different process for them. It may be an opportunity to explore an entirely different art form, different from what they could do in their own studio. There is excitement in the creation of something new, and we find that they want to come back year after year and never do the same thing twice," he shares.

As an example of the extent to which Gemini has influenced the world of contemporary art, The National Gallery of Art in Washington, D.C. houses a scholarly archive of more than 2,000 print and sculpture editions published at Gemini's Los Angeles studio between 1966 and 1996. The archive collection can be explored on [The National Gallery website](#).

In 1981, Felsen and Grinstein donated 256 prints and sculptures as part of The National Gallery's program to collect and exhibit contemporary art, which was launched in 1978. Their gift was the foundation for creating the archives, and Gemini continues to supply one example of each published work to the collection.

Felsen maintains an archive of his own, employing his personal interest in photography. He has photo documentation of the artists and their creations over the last forty years at Gemini; and in 2003, he published a coffee table book *The Artist Observed: The Photographs of Sidney B. Felsen* (Twin Palms Publishers) highlighting select photos and artists who have done work at Gemini.

Felsen's wife, Joni Weyl, is also in the art business, operating a gallery at 980 Madison Avenue in New York City. The gallery, called Gemini G.E.L. at Joni Weyl, was established in 1984 and shows only pieces that were created in Gemini's Los Angeles studio. Every month Felsen and Joni spend a week in New York tending to the business of the gallery.

Felsen and Grinstein recall fond memories of their collegiate years in ZBT. Felsen came to USC after having been discharged from the Army in 1946, during World War II. "Between being a G.I. for almost three years and being in the fraternity, both helped me grow up a lot and taught me about life," he shares.

Friends and brothers, connected by the bond of Zeta Beta Tau; it's difficult to imagine how different their lives would be today had they not met in 1946. More than forty years later they remain best friends, collaborators and colleagues and have left a mark on the art community that will long outlast their friendship and their lives.

Printed from the *Digital Deltan*, Winter 2008, © 2008 Zeta Beta Tau

Print this article

ALABAMA

Howard A. Zimmerman '89 was recently promoted to Vice President, Business Development & Operations at DSMART Technologies. Brother Zimmerman is also currently attending the Smicha program of Yeshiva Pirchei Shoshanim.

CALIFORNIA

CALIFORNIA STATE UNIVERSITY - SACRAMENTO

Paul G. Hegyi '01 married Julie Delgado in Sacramento on January 12.

UNIVERSITY OF CALIFORNIA - BERKELEY

Ian I. Mitroff '60 is a University Professor at Alliant University in San Francisco. Brother Mitroff is also a Senior Investigator in the Center for Catastrophic Risk Management, University of California - Berkeley. He is an Adjunct Professor of Health Policy, School of Public Health, St. Louis University, St. Louis, Missouri and Professor Emeritus, University of Southern California. He was the Harold Quinton Distinguished Professor of Business Policy at the Marshall School of Business, University of Southern California (USC). He is the President of the consulting firm Comprehensive Crisis Management and is regarded as the founder of the discipline of Crisis Management. Brother Mitroff was founder and Director of the USC Center for Crisis Management.

UNIVERSITY OF CALIFORNIA - LOS ANGELES

Brady T. Connell '83 has two children. Brother Connell has received two Emmys as the producer of the CBS show "The Amazing Race." He is the owner of the television production company *Base Camp Films* in Santa Monica, California and is Co-Executive Producer of the ABC show "Extreme Makeover: Home Edition."

Patrick B. Jarvis '84 was named a *Friend of Jerusalem* in observance of his involvement with the International Fellowship of Christians and Jews. Brother Jarvis also became a member of the American Society of Composers And Publishers (ASCAP) when one of his original songs, *Rock Video*, was recorded and included on a soundtrack connected to MTV'S hit program, *The Osbournes*.

Brother Jarvis was a broadcast television executive for several years, for the Fox and Tribune Station Groups. He created a reality show while at Fox entitled *Beach Patrol*, and created an NBC Saturday morning children's show entitled *Double Up*. **David I. Karp '76** is the Relationships Committee Chairman for Western Los Angeles County Council, Boy Scouts of America, and is organizing the first ever BSA/Pepperdine University Conference on Character, more particularly described at www.conferenceoncharacter.com

William M. Margolin '78 is an active trial attorney and law professor at UCLA School of Law. Brother Margolin is an Actor, Producer, Writer and creator of entertainment and the Executive Director of Comedy on the Lot at CBS Studios.

Robert J. Radden '94 was Promoted to District Manager at PriCara, a division of Ortho-McNeil-Janssen Pharmaceuticals within the Johnson & Johnson family of companies. Brother Radden will be relocating from Pacific Palisades, CA to the Bay Area in early 2008 to take on this new role. He will be moving with his wife, 11 month old daughter and 2-year old dog.

UNIVERSITY OF CALIFORNIA - SAN DIEGO

Adam R. James '96 and his wife Alexis James are proud to announce the birth of their first child, Zachary Mason on December 5, 2007.

COLORADO

UNIVERSITY OF COLORADO

Scott L. Goodfriend '07 is a researcher at LMNO Productions in Encino, California.

Milford Pepper '52 lives in Greenwood Village, Colorado and has been in the recycling business since 1952.

Devon M. Schad '04 is working for the Zeta Beta Tau Foundation meeting great alumni throughout the country. This past summer Brother Schad got engaged to Kelli Thatcher. They bought a home in Louisville, Colorado, got a Sheltie named Chip and are busy planning for a summer 2008 wedding.

Jerry L. Zimmerman '69 is a Professor at the Simon Graduate School of Business at the University of Rochester (www.simon.rochester.edu/fac/zimmerman) in Rochester, New York. Brother Zimmerman is the Editor of The Journal of Accounting and Economics.

UNIVERSITY OF DENVER

Stephen P. Ehrlich, Esq. '70 recently retired after 33 years with the United States District Court in Colorado. Brother Ehrlich is teaching at the University of Denver's College of Law and serving as a consultant in the field of court administration. He enjoys serving as a Chapter Advisor at the University of Denver and the University of Colorado.

Alan "Craig" Mason '88 and his wife Cindy have two daughters. Brother Mason works for Microsoft Corporation in Denver and raises money for the National MS Society's MS150 Bike Tour.

Gregg F. Witt '77 is proud to report that his son Joshua Witt was recently initiated into the Rho Chapter at the University of Illinois (Class of 2011). Joshua is a third generation ZBT following first his grandfather, Bob Witt (Illinois '49) and then his father.

CONNECTICUT

WESTERN CONNECTICUT STATE UNIVERSITY

Matthew F. Augustine '91 recently joined General Electric in the Capital Solutions Business as Manager of Software Delivery - Business Intelligence.

UNIVERSITY OF CONNECTICUT

David A. Gelb, D.D.S. '69 was voted one of the best Dentists in Hartford, Connecticut in *Hartford Magazine*.

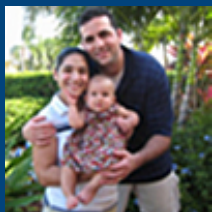
FLORIDA

UNIVERSITY OF FLORIDA

Jonathan D. Shacter '06 graduated from the University of Arizona with a Master's of Science in Management Information Systems in December 2007. Brother Shacter is beginning a career with Raytheon's IT Leadership Development Program.

UNIVERSITY OF MIAMI

Michael J. Kratze '63 has been retired as President of Hawk Management Company for four years. Brother Kratze reports that he has lived the good life in Dallas, Texas. He currently spends time either on the golf course, working out or sailing and fishing in the Caribbean.



Justin P. Lofaro '02 and his wife, Diana had a baby girl on May 24, Isabella Lynn. Brother Lofaro currently markets hedge funds to global institutions from his office in Rye Brook, New York.

Norman M. Waas '82 is getting married to Deborah Levi on March 30, 2008. Brother Waas is the managing partner of Falk, Waas, Hernandez, Cortina, Solomon & Bonner, P.A., a fourteen-lawyer medical malpractice litigation firm in Coral Gables and Fort Lauderdale. He lectures throughout Florida on issues regarding medical malpractice. Brother Waas is a Trustee of the Alpha Omega Chapter at the University of Miami

Michael W. Weissberg '88 is a police officer with the City of South Miami. He graduated with a master's degree from Nova Southeastern University in 1992 and with a master's degree from Florida International University in 2003. He recently completed the DRE [Drug Recognition Expert] certification from IACP [International Association of Chiefs of Police]. This is the highest level certification in law enforcement, and qualifies him as an expert in drugged and impaired driving in every state and territory in the country as well as Mexico, Canada, England, Switzerland, and Australia. Brother Weissberg has received numerous awards this year for increasing DUI arrests 138% in his city. Brother Weissberg also writes, "my father, **Steven Weissberg, MD '65**, was a Phi Epsilon Pi [merger] at New York University - Heights."

UNIVERSITY OF SOUTH FLORIDA

David S. Miller '90 is being honored at a charity event for Camp Sunrise on March 13. Camp Sunrise is affiliated with the UJA that serves local children with cancer. Brother Miller is also the co-chairman of the Woodbury Ball for Autism, which is one of Long Island's biggest autism events with over 1200 attendees.

GEORGIA

GEORGIA INSTITUTE OF TECHNOLOGY

Martin G. Itzkowitz '65 and his wife (Michael Lynn) celebrated their 40th wedding anniversary on December 17th. Brother Itzkowitz writes that, "it has been a wonderful, tremendous experience and would love to do another 40 with Michael."

ILLINOIS

MONMOUTH COLLEGE - ILLINOIS



Michael A. Berberich '94 is serving onboard the USS HARRY S. TRUMAN (CVN-75) supporting Operation Iraqi Freedom. Brother Berberich is the Quality Assurance Officer, responsible for ensuring that technical specifications are met at all times. He has been in the Navy for 14 years and was promoted to LTjg on January 1.

NORTHWESTERN UNIVERSITY

Gerald S. Asin '83 is married to Jodi and has two teenage daughters. Brother Asin practices internal medicine in Phoenix, Arizona.

Herbert A. Isaacs '58 retired from the advertising industry two years ago. Brother Isaacs spends winters in Scottsdale AZ and summers in Deerfield, Illinois where he and his wife of 44 years still have a home. They have three daughters and eight grandchildren.

UNIVERSITY OF ILLINOIS

Jason C. Robin, M.D. '98 is a Senior Cardiology Fellow at Northwestern University. Brother Robin is married with one son and another expected in early 2008.

Jerry H. Steinberg '61 currently lives in Jacksonville, Florida and is still working full time for Industrial Power Systems, Inc., a medium sized manufacturer of electrical controls. Brother Steinberg is the Vice President of Sales & Marketing. He has five children and is the proud grandfather of seven.



Charles Wenk '49 served in World War II and participated in the invasion of France at Utah Beachhead as a surgical tech. At 82 years old, Brother Wenk owns and still operates an aviation insurance agency begun by his father in 1932. ZBT Bother, **Clayton Rautbord (Chicago '49)**, runs the company's Florida offices. Brother Wenk still flies his own aircraft and has five grandchildren. He was one of the editors/columnists for the *Daily Illini* and is still writing a weekly column for his hometown paper.

INDIANA

INDIANA UNIVERSITY



Gabriel B. Paul '96 and his wife Debbie celebrated the birth of their first child, Isabella Dori Paul, who was born on July 15 in Carmel, Indiana.

John Silverman '67 currently lives in the Washington, DC Metropolitan area with his wife of nearly 28 years. They have three children and two grandchildren. His son **Scott (Indiana '93)** is a legacy. Brother Silverman is a Vice President with Northrop Grumman managing a \$100 Million business unit.

Allen Wolnerman '75 is semi-retired living in the beautiful Boca Raton area of South Florida. Brother Wolnerman owns a chain of nursing homes and a nursing home management company in Des Moines, Iowa.

LOUISIANA

TULANE UNIVERSITY

Michael A. Feldman '98 recently started a sourcing/manufacturing company called [Quality In China](#). The company is based in Shanghai and assists American companies with sourcing products and supplies from China, as well as offering quality control and factory inspection services.

Douglas M. Jacobs '77 has been reelected as President of the Dade Association of Health Underwriters. The chapter is located in Miami, Florida and is part of a national association with over 20,000 health insurance agents.

David R. Tucker '85 recently started an auto leasing and sales business. The company is Empire Auto Leasing located in Brooklyn, New York.

MASSACHUSETTS

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Jeffrey L. Cooper '71 recently celebrated his 25th Anniversary with his wife, Shelley (Bernstein) Cooper, also from MIT, class of 1974. Jeff and Shelley have 5 children and live in California. Their eldest son, Ben, graduated from MIT in 2006 and lives in New York, working in investment banking. Brother Cooper is an architect in Calabasas, CA (www.jeffcooper.com). His firm specializes in acoustics, real estate development, and work for the entertainment industry. Clients include Steven Spielberg, George Lucas, and NBC/Universal).

Jeffrey P. deRoulet '79 married Marina Zaikina in 2004 in Omsk, Siberia. Brother deRoulet's firm, Architects Northwest, (www.ArchitectsNW.com) won the "Best of Show" award at the 2007 American Institute of Building Design 57th Annual Design Competition for its custom residence "The Retreat at Waters Edge".

TUFTS UNIVERSITY

Harlan N. Polishook '68 and his wife live in Needham, Massachusetts. They have a grandson, Nathaniel Lev Polishook, born on October 17, 2006.

MISSOURI

UNIVERSITY OF MISSOURI

Richard A. Optican '54 celebrated his 75th Birthday on December 4, 2007.

NEW JERSEY

FAIRLEIGH DICKINSON UNIVERSITY - MADISON

Anthony D. Valente '03 recently got engaged to Meghan Frizziola and will be getting married on May 24, 2009. Brother Valente started a new job about a year ago at the Hyatt Regency Princeton doing catering sales.

KEAN UNIVERSITY

Jason J. Lambert '96 got married last September in France. He and his wife are now living in Summit, New Jersey. Brother Lambert works at Nomura Securities in Manhattan.

RIDER UNIVERSITY

Terry L. Glasbergen '74 is married with five grown kids and a few grandkids. He and his wife live in Rochester, New York. Brother Glasbergen is currently working with a networking company called Xango.

Honorable Howard B. Lipstein '72 is President of Brett Howard Associates (www.bretthowardassociates.com), a leisure recreational sales organization selling pools, bars, stools, and toys. Brother Lipstein also owns commercial real estate in New Jersey and a retail trophy shop with a partner.

David L. New '00 got married April 29, 2006. Brother New is teaching English at Lenape Regional High School. He and his wife Kim are expecting their first child in May 2008.

RUTGERS UNIVERSITY

Joseph J. Medica, III '92 is proud to announce the birth of his second son, Aidan James Medica, on November 6, 2007.

WILLIAM PATERSON COLLEGE

Michael S. Waintraub '94 left the world of commercial insurance in August of 2007 to launch Captain Laundry LLC. Captain Laundry is the force behind a full-service garment care service offering wash and fold laundry and dry cleaning services to customers in the Tri-State area. Visit www.captainlaundry.com.

NEW YORK

ALFRED UNIVERSITY

Allan M. Lamstein '55 has a weekly radio show on station WNTI 91.9 FM out of Centenary College in Hackettstown, New Jersey. His professional name under which he does the show is Al Monroe. The show airs from 9AM to noon every Sunday and is called *On the Bandstand*.

BROOKLYN POLYTECHNIC INSTITUTE

Norman Weingart '60 is now fully retired from CSI (Communications Specialties, Inc.), a company he helped found in 1983. Brother Weingart is happily married to his childhood sweetheart, Ellen whom he met when he was 15 and she 13. They are actively involved in all sorts of activities including taking piano lessons, traveling, seeing lots of Broadway shows, visiting children and grandchildren (two sons, one daughter, and five grandsons) doing volunteer work, and in general enjoying life.

CITY COLLEGE OF NEW YORK

Jeffrey S. Flier, M.D. '68 was recently named Dean of the Harvard Medical School.

C. W. POST UNIVERSITY

Frank L. Davidson '90 has a new addition to his family, son Dean John Davidson.

STATE UNIVERSITY OF NEW YORK - ALBANY

Richard J. Doren, Esq. '88 has his own law firm and is always looking to expand.

STATE UNIVERSITY OF NEW YORK - PLATTSBURGH

Kevin E. Hanselman '05 recently accepted a position as Webmaster of Russell Sage College in Troy, New York.

UNION COLLEGE - NEW YORK

Stephen J. Markus '71 has been married for 36 years. His son Jason, who earned his MBA from Villanova, is also a ZBT (Maryland '02). Brother Markus is a Fellow of the Academy of Comprehensive Esthetics, and a member of the American Academy of Cosmetic Dentistry, and the Academy of Mercury-Free Dentists. He was privileged to address the FDA last year about the toxicity of mercury fillings. In addition, Brother Markus is the Director of the Centre for Dentistry at Haddon, in Haddon Heights, New Jersey. His practice made national headlines in October when they collected over 5300 pounds of Halloween candy from local children, and distributed it all to the US Armed Forces.

OHIO

BOWLING GREEN STATE UNIVERSITY

Benjamin B. Lefton '67 and his wife Lois have three children. Brother Lefton recently attended the Beta Eta Chapter 40th reunion at BGSU in October. He is the owner of B Lefton Metal Trading in St. Louis, Missouri and a charter pilot for St. Charles Flying Service.

Michael E. Wise '70 is living in Houston, Texas with his wonderful family. Brother Wise retired from Exxon Mobil at the end of 2005, but found a wonderful opportunity with BP in Houston as the Global Learning & Organizational Development Manager for Drilling & Completions. He has been able to travel the world for work and pleasure during the last few years.

CASE WESTERN RESERVE UNIVERSITY

Sherman J. Titens '54 is the Co-Founder and Advisory Director of The Private Bank - Kansas City (www.theprivatebank.com).

Carl U. Weitman '74 recently joined the medical staff of University Hospitals of Cleveland.

KENT STATE UNIVERSITY

Robert I. Elan, Esq. '70 writes that, "a few months ago, several brothers from the Delta Alpha Chapter gathered in New York City for a reunion after some 25 years." Brother Elan practices law in New York and teaches law at CUNY. *MIAMI UNIVERSITY - OHIO*

Byron L. Emas '69 worked for several excellent design firms and eventually settled with ASAI Architecture from 1976-2006. In 2007 they merged with PGAV Architects with offices in Kansas City and St. Louis. Brother Emas specializes in programming and design of criminal justice facilities including jails, sheriff's offices, courts, and juvenile facilities, police, fire, city halls, communication centers etc. His work has been featured in the National AIA Justice Review Awards Program over the past 30 years as well as in other publications. Brother Emas enjoys golfing and fishing.

OHIO STATE UNIVERSITY

Neal S. Birnbaum, M.D. '67 recently completed a term as President of the American College of Rheumatology. Brother Birnbaum is a 1970 graduate of The Ohio State University College of Medicine and completed post-graduate work at the University of Pittsburgh. He has practiced in San Francisco since 1977, and is the Director, Division of Rheumatology at California Pacific Medical Center and a clinical professor of Medicine at the University of California, San Francisco. He and his wife Linda (also an Ohio State graduate) have been married for 36 years and have two adult daughters.

Alan J. Mintz '71 along with *Desperate Housewives* star James Denton recently purchased the Orange County Flyers, a Minor League Baseball team in the Golden Baseball League. They are looking for additional partners.

Monroe L. Roseman '44 and his wife Sue recently celebrated their 64th anniversary.

OKLAHOMA

OKLAHOMA STATE UNIVERSITY

David A. Carter '05 is engaged to Krystle L. Smith with a June 2008 wedding planned.

PENNSYLVANIA

CARNEGIE MELLON UNIVERSITY

Robert Geminder '57 decided to change careers at the age of 70 from engineering to teaching. Brother Geminder went back to school and got a master's degree in education as well as a California teaching credential. Bob is now teaching math and science at Saint Mary's Academy in Inglewood, California.

GANNON UNIVERSITY



Herbert L. Karg '07 was commissioned as a second lieutenant in the US Army on July 27, 2007 at Fort Lewis, Washington. Brother Karg will be serving in the Army Reserves in Dubois, PA as a platoon leader.

PENNSYLVANIA STATE UNIVERSITY

Lonnie M. Cooper '98 and his wife Angela had a son, Max.

Jorge J. Delgado '04 married Maureen Umstead on August 17, 2007. Maureen is also 2004 graduate of Penn State and a member of the Phi Sigma Rho Sorority. They currently live in San Jose, California where Brother Delgado is a propulsion engineer for Space Systems/Loral in Palo Alto.

Andrew S. Knodt '00 is engaged to Sarah Colbert.

Michael F. Viveros '98 and his wife Laura had a son, Sam.

TEMPLE UNIVERSITY

Dr. Bernard Eisenstein '40 unfortunately lost his wife of 53 years this year. Brother Eisenstein is retired. Before retiring, he taught at two medical schools. Last year he was the guest speaker at his medical school's annual scholarship dinner to raise funds for a new building.

UNIVERSITY OF PENNSYLVANIA

Herbert Bogart '78 and his wife Libby celebrated their 25th wedding anniversary on November 20, 2007. They have two young grandsons.

Laurence S. Cutler AIA RIBA '62 is an architect, author, and educator (former professor at Harvard, MIT and the Rhode Island School of Design). Brother Cutler along with his wife Judy co-founded the National Museum of American Illustration ([NMAI](#)) in 1998 at Vernon Court (considered one the ten most beautiful mansions in America in 1904).

The NMAI art museum is located on Bellevue Avenue in Newport, Rhode Island. It is the first art museum in the nation devoted exclusively to illustration art, the original art works created to be reproduced in magazines, books and periodicals. Brother Cutler, an award-winning architect, headed a global architectural practice with 37 offices in seven countries after selling his practice to a NYSE company in 1972. Subsequently, he developed real estate projects, led the American-side of an English advertising agency group, and authored a number of books on art, architecture, and poetry for a dozen publishers.

UNIVERSITY OF PITTSBURGH

Jesse D. Matthews '00 has a master's degree in clinical psychology from West Chester University in West Chester, Pennsylvania. He is working toward his doctoral degree in clinical psychology (Psy.D.) at Immaculata University in Immaculata, Pennsylvania. Brother Matthews is employed as a counselor and as a psychology teacher at the Hill Top Preparatory School, a grade 6-12 private school for students with learning disabilities, in Rosemont, Pennsylvania. Brother Matthews was married to Erin Elizabeth Harple on August 8, 2003. They have three sons.

Arthur H. Miller, M.D. '75 was the recipient of the Volunteer Teaching Award from the Department of Family Medicine for his teaching of third year medical students at the Robert Wood Johnson Medical School of the University of Medicine and Dentistry of New Jersey. Brother Miller is an assistant clinical professor in the Department of Family Medicine at Robert Wood Johnson Medical School.

WIDENER UNIVERSITY

John P. Tierno '70 completed both a master's degree and doctorate in Practical Theology. Brother Tierno is now completing a second master's degree in education with a specialty in technology and hopes to earn a PhD in Education Leadership. His wife Miriam is also a teacher (music) and recently released her first CD. They have five grandchildren.

RHODE ISLAND

UNIVERSITY OF RHODE ISLAND

Gilbert M. Saltman '64 and his wife live in Trumbull, Connecticut. They have two married children and two grandchildren. After retiring from IBM in 1993 Brother Saltman received a master's degree in Nutrition in 1995 and has been a nutritionist and alternative health practitioner since 1995. Brother Saltman writes, "Barbara and I have attended our reunions every five years, the last being my fortieth in 2004. I would be glad to talk to anyone thinking about attending the reunion in 2009 or 2010. It would be great to have a ZBT (Phi Sig) table (GilSaltman@aol.com)."

TENNESSEE

VANDERBILT UNIVERSITY

Neel S. Ketkar '00 is currently earning his MBA (anticipated graduation May 2008) from the Wharton School at the University of Pennsylvania.

Jacob Zager '55 is a senior vice president with Morgan Stanley and resides in Nashville, Tennessee.

TEXAS

UNIVERSITY OF TEXAS - AUSTIN



Jeremy H. Troy '05 worked in the New Orleans Saints' Youth Programs Department for two years. Brother Troy was hired in August by the NFL and joined the League's Player Development Department in New York City.

UNIVERSITY OF TEXAS - DALLAS



Adam C. Tyra '06 is currently serving as a Second Lieutenant of Infantry in the United States Army. He is the platoon leader for a mechanized infantry platoon in the First Cavalry Division, stationed at Fort Hood, Texas. Brother Tyra's unit is currently deployed to Iraq in support of Operation Iraqi Freedom. Their area of responsibility is in western Baghdad.

VIRGINIA

VIRGINIA TECH

Bret W. Hbrek '96 completed his first marathon on Oct. 28. Brother Hrbek completed the Marine Corps Marathon in 5 hours and 11 minutes. In January he ran the Miami Marathon to raise funds for [Chai Lifeline](#), one of ZBT's National Philanthropies.

Matthew T. Trivett '96 and his wife had their first son, Blaine Mykle born August 15, 2007. Brother Trivett was named one of the Ten Outstanding Young Americans for 2007 by the [United States Jaycees](#) and received an award for Outstanding Scientific Achievement from SAIC-Frederick.

WASHINGTON AND LEE UNIVERSITY

Harry Dennery '66 served as a traveling field secretary for ZBT for a year following college graduation. Brother Dennery spent three years in the US Army, two in Germany and one in Korea. He recently sold his foodservice brokerage business that he started in 1985. Brother Dennery currently serves on the Board of Visually Impaired Preschool Services and the Kentucky Derby Festival. He and his wife co-chaired the March of Dimes Signature Chefs Dinner last year and he was the Honorary Chairman of the Crystal Heart Gala this year.

WASHINGTON

UNIVERSITY OF WASHINGTON - SEATTLE

Sidney "Randy" Tat '83 started a website for all creative people - designers, artists and architects at www.tagmyspace.tv.

Michael A. Wilenzick '90 welcomed daughter Hannah Jane Wilenzick into the world on Monday, December 24, 2007, in Kirkland, Washington. She weighs 5 pounds 9 ounces and is 18.5 inches long.

WEST VIRGINIA

MARSHALL UNIVERSITY

Stanley Wonn '68 retired on December 31, 2007 after 43 years with Ashland Inc. Brother Wonn spent his entire career holding many different positions in information technology and was a CISSP responsible for developing and maintaining global information security strategy on Ashland's worldwide computing networks. He and his wife Dana have three children and four grandchildren and reside in Lexington, Kentucky.

WISCONSIN

UNIVERSITY OF WISCONSIN - MADISON

Joshua M. Auerbach '90 owns The Black and White Cookie Company, which won the NYSBDC Manufacturer of the Year Award for 2007.

Imagine a **BIGGER** and **BETTER** Fraternity

This time last year there were more than 125 men in the United States who had no idea what was coming their way. Some of them may have been finishing high school; some their first year of college. While they came from different parts of the country with different experiences, one thing remained in common... the ability and desire to leave a legacy. In just the first three months of the current academic year more than 50 men have begun the process of leaving their legacy as a founding father of a new colony of Zeta Beta Tau at the University of Missouri, California State University- San Marcos, The George Washington University, and students in the greater Hartford, CT area.

These men could not have realized this opportunity without the help of alumni and friends providing us with recommendations to seek out these students as our next brothers. Currently, we are working with students on more than a dozen campuses to provide them with the opportunity to leave a lasting legacy. These campuses are:

- University of Arizona
- Arizona State University
- University of California, San Diego
- University of California, Santa Cruz
- University of California, Davis
- California State University, Long Beach
- University of Oregon
- University of Houston
- University of Kansas
- Michigan State University
- Bowling Green State University
- Miami University of Ohio
- University of Cincinnati
- University of Georgia
- Yeshiva University
- New York University
- McGill University
- University of Western Ontario
- University of Toronto
- York University

If you know any students at any of the above named schools who you feel has the potential to leave a positive legacy of leadership, service, and brotherhood, please contact Director of Expansion and Recruitment Matthew I. Tobe at mtobe@zbtnational.org.

In addition to the creation of new chapters, we are also pleased to report that our current roster of chapters and colonies are well on their way toward a record-breaking year. If you live near a campus that has a chapter or colony of ZBT we encourage you to stop by and visit. The bonds of brotherhood are strong and growing!

The Changing Face of Today's College Student

College students are changing. They are different than they were ten years ago and in some cases different than they were last month. As an organization dedicated to helping to build better men through their involvement with our Fraternity it is more important than ever that we adapt to their changing needs.

As part of a course at Kansas State University students recently engaged in a project to look at today's college student, including their hopes, and dreams, what they want to learn, how they learn, and many other characteristics that define them. We encourage you to view the brief five minute video at: <http://www.youtube.com/watch?v=dGCJ46vyR9o>.

As you can see, students have more going on every day than there are hours in the day! Clearly this means a busier student. And, most importantly, this means that we, as a Fraternity need to do our part to cater to their changing and sometimes stressful needs. With technology expanding every day we need to be intentional about the way we educate and support our undergraduate and alumni membership that is scattered across the globe. The day of meeting for coffee has quickly been replaced with posting on the "wall" of your friend's Facebook page or instant messaging on your cell phone just as the day of a small intimate college course has been replaced with the age of "television replay" courses that can be purchased at the campus bookstore. How can we keep up with the changing times? It's time to meet students where they are.

Many could argue that a fraternity is a distance-learning organization. Our chapter members see each other on nearly a daily basis, but we, as the National Fraternity staff, are lucky to meet 20% of our membership every four years. We see them at Regional Conclaves, National leadership programs, and during chapter visits. That limited interaction just isn't good enough anymore. ZBT is about to embark on a project to evaluate the ways that we communicate with our membership and how we can best utilize technology to keep up with the newest gadgets at *Best Buy* that keep our members entertained for hours.

Here are some of the things that we intend to do in the coming months to meet our undergraduate brothers where they are:

- With the hiring of a new Director of Leadership Development we plan to make it a top priority to research, design, and implement a comprehensive distance-learning program that will focus on ways we can continuously educate and support our chapter members in areas relating to leadership, risk management, programming, recruitment, developing courage, and many other areas vital to the success of our undergraduate brothers.
- Because we realize that we cannot rely on the short visits that we make to our chapters each year, we have established a new "staff liaison" program, which assigns each of our staff members a grouping of chapters for which he is responsible throughout the academic year. Staff members are expected to develop regular communication plans with the leadership of their assigned chapters to be sure that the leaders are empowered and prepared to provide a top-notch fraternity experience.
- We have begun adding more undergraduates to the national committees of the Fraternity. These committee's address many issues relating to academic support, brotherhood programming, expansion, recruitment, philanthropic programming, and other areas vital to a successful fraternity experience. Having undergraduate input assists us in providing better, and more applicable, resources for the changing needs of today's student.
- The undergraduate members of our Supreme Council (ZBT Board of Directors) are beginning to better utilize online social networking, such as *Facebook*, to regularly communicate with their peers. They are using online chat forums to exchange programming ideas, tips for running successful chapters, and other resources valuable to our undergraduate membership.

This is just the beginning. If we don't act quickly the times will change again, and again, and again! We invite any alumni with a special interest, or experience, in developing distance-learning programs to get involved with this initiative by contacting Associate Executive Director Laurence A. Bolotin at lbolotin@zbtnational.org.

Zarb Becomes City of Light Trust Member

Michael F. Zarb (Beta Alpha Chi '92) recently stated, "Working to provide the Brotherhood experience [to future brothers] I have had and continue to have is not only a desire but a duty which I take to heart. We all have sworn an oath to help a Brother. It is from this oath that Brotherhood gains strength and endures through time. Through volunteer work and annual donations to the Foundation needs can be addressed as they arise, but what about those that cannot be foreseen. There will come a time in the future where I will no longer be able to answer the call of a Brother. This is the core surrounding my [\$100,000] planned gift to the Foundation. The undergraduate Brother or chapter who will require assistance in the future will have a place they can go, educational resources at their disposal, scholarships to help with tuition and most importantly, have a full Brotherhood experience, long after I have gone."

The City of Light Trust recognizes and honors those who have made deferred gifts, whether revocable or irrevocable, to the Zeta Beta Tau Foundation, including but not limited to, trusts, bequests, gifts of life insurance, and annuities. Membership is open to all ZBT alumni, parents, staff, and friends. Members of the City of Light Trust will receive the following benefits.

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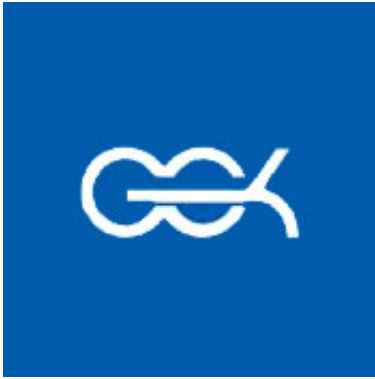
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- Allen Ziegler (Southern California '35)*

* has entered Chapter Eternal

To inform us of your membership in the City of Light Trust or for further information about making a planned gift or bequest to the Zeta Beta Tau Foundation, please contact Foundation Executive Director, Faron A. Lewitt at 317-536-5658 or via email at foundation@zbtnational.org



ZBT Foundation Selects Gerry Golub as its Newest Director

Gerry Golub (Brooklyn College '61) retired in January 2007 from his 46-year career in public accounting and left Goldstein Golub Kessler LLP, one of New York's most high-profile and progressive firms. His retirement, he says, really only lasted about a day.

"Before I retired, a friend tried to give me some advice. He said, 'Never go to the dry cleaner and the post office on the same day.' At that point, I knew that type of retirement wasn't for me," says Golub.

Golub was born in Brooklyn, graduated from Stuyvesant High School and Brooklyn College, where he joined ZBT and met his wife of 46 years Bonnie, a member of AEPi. He did graduate work at Bernard Baruch College and, early in his career, was affiliated with David W. Katz & Co. In 1968, he formed his own firm, Gerald L. Golub & Company, and eventually helped build Goldstein Golub Kessler LLP, the fifth largest accounting firm in New York. He spent the last 26 years as managing partner of GGK.

Golub had a successful career and was recognized often in professional circles and by community organizations. He served as Vice President, Treasurer, member of the Executive Committee, Board of Directors and the Finance Committee of the New York State Society of Certified Public Accountants (NYSSCPA). He was listed in the 100 Most Influential People in Accounting continuously from 1994 through 2000 and 2003. In 1995, he was awarded the American ORT Professional Achievement Award. In 1989, he received the Distinguished Professional Award from the Metropolitan Jewish Geriatric Center. In 1988, he was the recipient of the Brandeis University Distinguished Community Service Award. In 1982, he was honored by the American Jewish Congress for his outstanding professional achievements. He is a frequent lecturer at New York colleges and universities.

Today he can say, "Retirement is great. If you don't retire, you will die at your desk. You have to draw a line in the sand, a benchmark, where you can say, 'That's it.' Retirement has allowed me to rest after being a hard-charger all my life. I have more time to spend researching my investments; I did a little painting and sculpting this year. I also enjoy riding my Harley," says Golub.

Golub looks forward to spending more time in his retirement with the charities and organizations that are doing exciting things. He contributes energy, knowledge and time to the organizations that seek to benefit from his input. He's an active member of numerous non-profit boards including: Leukemia and Lymphoma Society, Lincoln Center Business Council, National Leadership Council Campaign for Stuyvesant, Tanenbaum Center, White Plains Performing Arts Center and, most recently, Gerry joined the Zeta Beta Tau Foundation Board.

When he joined his fraternity in college, the chapter was called Tau Alpha Omega, the athletic house on campus. In 1959, ZBT came in and affiliated with the chapter, making Golub and his brothers ZBT's. Though he's had little involvement in the Fraternity since graduation, Golub was inspired by a recent visit from a Foundation staff member who suggested he consider serving on the board. "When we started talking, it sounded intriguing. It's true that fraternity life offers things in college that you can't get in the classroom. It taught us camaraderie, leadership, brotherhood and how to operate with others. It was a special time," he says. Now he's looking forward to giving back. "Although I haven't been involved, I will enjoy learning how I can serve the Foundation. It's a good organization as far as the message its trying to send and the kind of people it helps, and serving with ZBT will help fill a void in the types of organizations I support," he shares.

To what does he owe his success? Golub says it began as a child. His family was poor; his parents spent all they had to send their children to good schools. However, he had one uncle who was wealthy, and he remembers noticing that he was different in the way he conducted himself and the way that he lived. "It created a drive in me to try to be successful; and no amount of energy was enough," he says. Golub began working at the age of twelve and worked throughout high school, college and during the summers. His drive to succeed held on throughout his 46-year career, arriving at the office each day by 5:30 a.m. and staying late, often putting in 14 to 16-hour days. Still he prides himself on being a family man and now is excited to be able to invest his time elsewhere. He has three grown children and intentionally spends one-on-one time with his five grandchildren, who range from 8 to 14 years old.

"I've had a great life," he says. "And the best part is, it's not over!"

Gerry and his wife Bonnie live in Chappaqua, New York, just close enough to Manhattan to make frequent visits for board meetings and trips to Broadway and Lincoln Center. They met at Brooklyn College where their chapters were paired together in a performance of "Alice in Wonderland." Bonnie masterfully directed the show in which Gerry and a fraternity brother played Tweedle-Dee and Tweedle-Dum. They brought the house down, won the competition and, on the same night, had their first date.

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