

ALUMNI OFFICERS

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Treasurer

Gregg Ormond '74
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Give back to Pi Kappa Alpha by becoming a member of the alumni board. We need more volunteers, so e-mail Joel Catania (JLCLII@aol.com) if you are interested.

REMINDER Calling Brothers Who Are Celebrating Recent Birthdays: It's Time to Support the Wellons Fund!

For those brothers who have a birthday in the upcoming month and who have pledged to support Julia Wellons, Chef Emeritus, in her retirement years with an annual donation, NOW is the time to get out your checkbooks.

Donations should be made payable to "The Beta Pi Alumni Association of PiKA" and mailed to:

Pi Kappa Alpha Fraternity
University of Pennsylvania
Alumni Relations Processing Center
P.O. Box 7007
Albert Lea, MN 56007-8007

Please be sure to note "Wellons Fund" in the memo area of your check.

October 2007

Slices of Beta Pi

www.pika-upenn.org

The Alumni Newsletter of the Beta Pi Chapter of
Pi Kappa Alpha Fraternity

ALUMNI REPORT

Beta Pi Alumni Association Chartered Four Years Ago, Needs Funds to Maintain Communications and Relationships

*Founders' Day, Scheduled for March 29, 2008, Will Recognize
40th Anniversary at Spruce Street Address*

The Beta Pi Alumni Association was chartered in 2003 as the largest new alumni association in Pi Kappa Alpha history. Since that time we have held some memorable homecoming and Founders' Day events, highlighted by our salute to "The Old Guard" in 2006.

Founders' Day 2008 will recognize the fortieth anniversary of our occupation of the Spruce Street chapter house. We hope that brothers from the late '40s and early '50s will join us in an evening of reminiscing and renewing old friendships. Be sure to mark your calendars for this event on March 29, 2008.

We have recently contracted with an organization to assist us with our fundraising campaign, and early results are excellent as nearly a dozen new donors have responded.

Your financial support is used solely to underwrite the costs associated with our website, database maintenance, periodic mailings, and electronic and printed newsletters.

Since our chartering, over 300 alumni have made contact with the association through either our yahoo group, our website or by becoming members. Unfortunately, however, alumni association membership has declined since the chartering. If each of the 300 simply pays their fifty-dollar dues, our annual budget would break even. We hope you will support our efforts to keep the Beta Pi brotherhood connected. The accompanying article about our Annual Fund campaign will explain how you can do so.

*"If each of the 300 simply pays
their fifty-dollar dues, our annual
budget would break even."*

ANNUAL FUND

Help Us Kick Off New Giving Year!

Help us kick off the new giving year that started on July 1, 2007 by making a donation to the annual fund. You can donate by calling our toll-free hotline (800-975-6699) or by visiting our website at www.pika-upenn.org.

The first \$50 of every donation will be applied toward your 2007-08 membership dues in the Beta Pi Alumni Association. Please note that the association has changed its membership calendar to coincide with its fiscal year, which ends on June 30.

CHAPTER REPORT

Beta Pi Chapter's Annual Retreat Concludes with 2007-2008 Goals of Reinstated Committee System, Campus Promotion, and Expanded Community Service *Chapter Honored by Election of Undergraduate Brother, Justin Levine, to Supreme Council*

The Beta Pi chapter at the University of Pennsylvania came into this school year hopeful and excited for what 2007-2008 would bring. Starting with our annual retreat, Beta Pi's executive board and senior class set goals for this upcoming year, which included reestablishing the committee system, promoting Pi Kappa Alpha prestige throughout campus, and expanding our community service efforts. To this end, we are on our way to completing these goals: we are holding weekly committee meetings; increasing our involvement and awareness on campus; and completing the annual Scott Mackler 5K Run (**Scott Mackler '77**), in which we sent 40 undergraduates and raised nearly \$6,000 in alumni donations.

Recently, we were honored when Beta Pi's very own **Justin Levine** was elected to

the Supreme Council as an Undergraduate International Vice President. Justin's commitment to Beta Pi and the international fraternity is unmatched, having served our chapter as IMC for two years and as alumni

"Our commitment to the ideals of 'The True Pike' grow with our chapter, whose 21 pledges this past recruitment year were among the largest in the Greek system."

relations chair for three years. Justin has attended countless Pike University events espousing the leadership taught by PiKA in

the footsteps of his father, **Joel Levine '70**, who served Beta Pi as SMC in 1971. Now a senior, Justin plans to go into a career in financial services. We have no doubt that he will honorably and successfully serve the Pi Kappa Alpha International Fraternity, and we wish him the best of luck in the future.

In addition to individual successes, Beta Pi continues to build our influence on Penn's campus and beyond. Some dedicated individuals representing our future leaders will be attending the Philadelphia Pike University event on behalf of Beta Pi. Our commitment to the ideals of "The True Pike" grows with our chapter, whose 21 pledges this past recruitment year were among the largest in the Greek system. This year, we hope to continue our success and ensure that the future shines bright for Beta Pi's brotherhood.

Stay Up-to-Date the Easy Way: Send in Your E-Mail Address Today!

Beta Pi Yahoo Group Needs 500 More E-Mail Addresses from Alumni

"Please send a 'Beta Pi Alumnus Address' subject line message to Joel Catania at jlclii@aol.com to be added to the group."

The fastest and easiest way to reach our brethren is via e-mail, through our Beta Pi Yahoo group. Via this medium, we can keep you up-to-date instantaneously on all alumni news and events, such as homecoming and Founders' Day. Our mailing list contains over 700 current addresses, but our yahoo group has only slightly more than 200 members.

PLEASE, if you have an e-mail address, send it to the alumni association. We will

add you to the yahoo group, and you will be reconnected immediately to the Beta Pi internet alumni brotherhood. Do not worry, we can tailor your subscription to the group so that you won't be flooded with messages in your mailbox. Everything will be explained to you upon your inclusion in the group.

Please send a "Beta Pi Alumnus Address" subject line message to Joel Catania at jlclii@aol.com to be added to the group.



Founders' Day 2007 Celebration Highlighted by Alumni Sing Led by Mort Cohen '65

Brother Mort Cohen '65 leads a group of alumni in a spirited rendition of "How'd You Like to Be a PiKA" at Founders' Night 2007. Founders' Day 2008 is scheduled for March 29, 2008 and will recognize our 40th anniversary at the Spruce Street House.

ALUMNI PROFILE

By Keeping His Finger on the Pulse of the Financial World, Scott Rothbort '79 Succeeds Setting Trends in Investment Management

Having Fun While Taking Care of Business: a Style Learned at PiKA That Still Works Today

Q. Why did you join the fraternity?

A. I enrolled at the University just after the release of the movie, "Animal House." That atmosphere was not one I was looking for, but it did raise the level of consciousness about fraternity life in general.

Specifically, I felt very comfortable with the Pi Kappa Alpha brotherhood. I had some roots there, through friends of the family and my resident assistant (RA), who was a brother. I was not enthralled with Penn dormitory life, either, so living at the fraternity house was a desirable alternative.

Q. What was your favorite memory of the fraternity?

A. It really was the camaraderie that I remember; not just the social aspect, but the common desire to succeed after college. Many of us still are very close today. I used to enjoy the impromptu parties in our rooms, to blow off some steam. Watching football during rush, and initiation weekend were both a whole lot of fun. The chapter meetings also were very entertaining: they got everyone in the same room, and we had fun while taking care of business.

Q. What kind of influence has this had on your life?

A. I made some life-long friends. Being able to go back to the university and have a place to call home is very nice. There are intangible ways of looking at it, too. After graduation, many of us help each other in good times and in bad. Many of our children also are friendly. Many of us have a relationship with Camp Echo Lake in New York. It's amazing when past, present, and future brothers converge at the small town of Warrensburg every summer. There is a common bond that becomes even more important when we meet outside of the university and the fraternity.

Q. With whom do you stay in contact?

A. I am closest with **Robert Oringer '79**. I also actively stay in contact with a whole host of people: **Bill Scott '76**, **Steve Robinson '74**, **Lawrence Orans '80**, **Fred Rubin '80**, **Ross Weiner '80**, **Jeff Kaufman '80**, **Sam Weinstein '81**, and **Dan Kryzanowski '00**.



Scott has a corner on the investment market and he has a Bloomberg in his corner! Through roles as a finance professor, investment counselor, and financial news contributor, he is able to reach a wide audience.

Q. Tell us about your family.

A. I am married with five children. Layni, my wife, graduated from Penn and then received her J.D. from Boston University. She is a practicing attorney. Our oldest is a sophomore at Rutgers University, and the four others are in various stages of school, with one preparing to apply to nursing programs for next fall.

Q. What other activities or organizations were you involved with during your college days?

A. I was involved with the Penn Players, and worked behind the scenes with them. I had to help pay my way through school and, therefore, had to work during the school year. I worked at a store called Campus Corner while at school, and in the garment district in NYC during the summers. Much of my school involvement was through the fraternity.

Q. What is your nickname and how did you get it?

A. "Wholesale" was my pledge name because I worked in the garment district and everyone thought that I could "get it for you wholesale." I was also referred to as "Bort" and "Shylock."

Q. Did you live at the house? If so, who were your roommates? Tell us a memorable time with them.

A. I lived there for three years: one year with Oringer; one year with **Colin VonVorys '80**, and one year in a single room.

Q. What do you do for a living? Tell us about your career.

A. After I received my B.S. in Economics, major in accounting from The Wharton School of Business at the University of

Pennsylvania., I also graduated with an M.B.A. in Finance and International Business from the Stern School of Business, New York University in 1992.

Currently, I am the president of Lakeview Asset Management, LLC, (www.lakeviewasset.com) which I founded in 2002. We are a private money manager for high net-worth individuals, based in Millburn, NJ. Prior to that, I worked at various high-level positions with Merrill Lynch, County Nat West Securities and Morgan Stanley.

In addition, I am a professor of finance at Seton Hall University's Stillman School of Business, where I also am the chief market strategist, the co-supervisor of the Center for Securities Trading and Analysis, and the adviser to the student financial newspaper, *The Stillman Exchange*.

I am a regular contributor to *TheStreet.com* and frequently appear as a professional guest on Bloomberg Radio, Bloomberg Television, CNBC Television, *TheStreet.com* TV and the *Forbes.com* Video Network. I also write for my website, www.scotthortbort.blogspot.com.

Q. What affiliations do you currently have and/or public service do you participate in?

A. I am very active in my synagogue, the Temple Beth Ahm of Springfield, NJ. We have been involved with Morry's Camp, a year-round youth development organization that was spun off from Camp Echo Lake, and I have been a youth coach for basketball, baseball, and soccer over the years.

Q. What hobbies do you enjoy?

A. Certainly, I enjoy sports and watching movies with my kids. We have a house on Lake George and we enjoy boating there. I love to go to the Saratoga Racetrack with my family, friends and PiKA brothers.

Q. What are your goals for the next few years?

A. To continue to build my business, and see my children through college.

**Five Hundred Participants Raised \$80,000
in the 8th Annual Scott Mackler 5K Run/Walk Benefiting ALS Research**
*Brother Scott Mackler '77 Continues to Lecture at Penn Using Communication Tools
Developed by ALS Research*



2005 Scott Mackler 5K Run/Walk

On October 7th, brother **Harvey Mackler '72** and family led the 8th Annual Scott Mackler 5K Run/Walk against amyotrophic lateral sclerosis (ALS, sometimes called Lou Gehrig's Disease). Over five hundred participants helped raise \$80,000. These funds will be contributed to research that has developed cutting-edge technology to assist ALS patients by enabling them

to communicate even while their neurological functions slowly shut down.

Through the use of this technology, brother

Scott Mackler '77,

who has been fighting the disease for over eight years, continues to lecture at Penn, write research grants, and communicate via e-mail by using an electrode cap that utilizes his brain waves to direct a special computer software program.

Forty Beta Pi undergraduates participated in the race, along with thirty Pikes from Delaware and a handful of

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alumni from both chapters. Beta Pi alumni continue to demonstrate their generosity, and the chapter is once again in the running for an award from the Mackler family for highest fundraising by one organization.

*Stay in touch! See page 2
to submit your e-mail address.*

**PI KAPPA ALPHA FRATERNITY
UNIVERSITY OF PENNSYLVANIA**

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