

ΣΑΕ

ews

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ΣΑΕ ALUMNI ASSOCIATION OF SAN DIEGO

ADAPTING TO CHANGE



In order to protect the future of our organization in challenging times, the Supreme Council unanimously voted to eliminate new-member (pledge) programming and the classification of new member (pledge). Those concepts, which came to Sigma Alpha Epsilon more than 60 years after our inception, no longer exist. Collectively, these changes and the new program are known as the True Gentleman Experience.

In the process of developing the True Gentleman Experience, the Supreme Council appointed a special committee of members who represented many different groups within our organization, including undergraduates, alumni, advisers, volunteer leaders and educational partners. The committee evaluated the pros and cons, provided feedback and debated challenges in the process of putting together the new program.

The True Gentleman Experience changes our understanding of education dramatically. Currently, new-member or pledge programming crams expectations and education into one short period and expects that our undergraduates will learn and retain everything and stay interested for the rest of their time in college.

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The True Gentleman Experience shifts to a holistic educational approach that spans all years in school. Each year, the education builds upon the previous year, and the new program gives chapters benchmarks and expectations for their members. Each year, the education builds upon the previous year, and the new program gives chapters benchmarks and expectations for their members.

The True Gentleman Experience realigns the Fraternity with the original member experience that Noble Leslie DeVotie and our Founding Fathers intended. There was never a pledging process as we know it today because they were more selective in determining which men made excellent candidates to

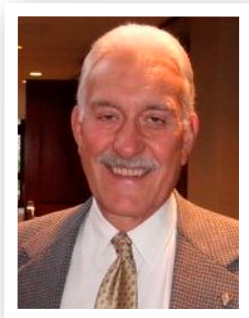
join. They evaluated his character and leadership and befriended him to determine if he would be a good addition to Sigma Alpha Epsilon. And only when they were certain he would make a good brother did they offer him an invitation to become a member.

Although some people may not agree on every facet of the program, the True Gentleman Experience strives to improve the culture in our chapters with the pursuit of excellence in mind. You will read in this issue, that two of our San Diego area chapters appear to be embracing this new fraternal doctrine quite well.

Photo courtesy of Stefano Brunetto (CA-TH '02).

Text extracted from the ΣAE 2014 Annual Report.

PRESIDENT'S MESSAGE



In my last President's Message, I indicated 2015 dues will be billed prior to the end of this year. This will only apply to Regular Members for now. Since Century Club Members just received my renewal request for 2014, the Board felt it wasn't fair to hit them up for another \$100 in a couple of months. Next year

however, the same billing procedure, as with Regular Members, will be implemented. Hopefully this will eliminate the confusion over what period you are paying for.

Also, because of numerous requests, soon you will be able to pay for your annual membership and events with PayPal. We are bringing the Association into the 21st Century.

In the last couple of years, some of you have been more than generous with your contributions to the Association. To recognize this generosity, the Board has decided to establish new giving levels. Details have not been worked out, but specifics will be forthcoming hopefully before the 2015 billings. In order to do all the things we do, such as provide Leadership School tuition to six undergrads and subsidize most of the events, we rely heavily on Century Club memberships. Anything we can do to encourage additional financial support is very worthwhile.

Phi Alpha.

Dick Troncone

VOICE OF THE ESA



GREETINGS, BROTHERS!

Sigma Alpha Epsilon has experienced major changes in the past 90 days. The Fraternity has been plagued with an increase in hazing over the past decade that has led to pledges “dying” to be ΣAEs. The media has labeled us as the “nation’s deadliest fraternity.” Our

insurance premiums have skyrocketed and, as a result, we are paying Lloyd’s of London the highest insurance rates in the Greek-letter world. Universities have been denying us the opportunity to colonize on their campus, and we have had to close 12 chapters over the past 18 months for hazing or hazing-related situations.

ΣAE was founded on a basic premise: to improve the intellectual faculties of its members and to surround each member with friends whose care and duty it shall be to make him happy. For decades, members have learned and recited “The True Gentleman,” a magnificent piece of work written by John Walter Wayland. Nowhere in our Ritual or our creed have we been able to find a single phrase that implies that members joining our beloved Fraternity should be subjected to bullying, hazing, degradation or humiliation.

We were founded by eight young men who believed deeply in the honor of mankind, on supporting one another and giving back to others. Their first new member, or 9th member, of our organization was Newton Nash Clements. They met him, invited him to join ΣAE and initiated him at their next meeting the following week. Some of our greatest ΣAEs went through a similar process, including William C. Levere. Pledges and pledge programs were not a part of the Fraternity until sometime after World War I and were not a part of our laws until the 1940s.

Our Fraternity could not withstand another major hazing incident, let alone another death. We needed to act swiftly in order to protect the future of ΣAE and assure today’s collegiate members have an opportunity to see their sons and grandsons join our Fraternity. The Supreme Council decided to change the laws and eliminate pledgship from Sigma Alpha Epsilon. On March 9, 2014, all pledge programs ceased, and all the pledges were immediately initiated into ΣAE. We launched what is now known as the True Gentleman Experience.

We have never had an issue recruiting our members. Unfortunately, due to hazing, we have not been able to retain many of these potentially great members. We have lost far too many members who simply would not tolerate hazing. The True Gentleman Experience involves recruitment year-round. It involves getting to know potential members, inviting them to the chapter and events and participating in formal IFC recruitment.

Once a bid is extended, new members will participate in a chapter retreat, be introduced to “The True Gentleman,” participate in the Carson Starkey Member Certification Program, complete our Scope of Association Agreement and, within 96 hours, be initiated into ΣAE. Then they will participate in educational programming that will take place over the course of their undergraduate membership.

We have had more positive media coverage in the past 90 days than we have had in the 158 years of our existence. Many alumni, undergraduate brothers, parents and administrators have applauded this bold move. Our critics have been concerned that brotherhood should be earned. I challenge us all to consider their argument. If Sigma Alpha Epsilon is all about a six-, eight- or ten-week pledge program, then we have lost our way as an organization. Brotherhood is built not only over a four-year undergraduate experience but over a lifetime. Hearing the Ritual is very different than living it and making it a part of our existence and life.

Having served our Fraternity at all levels since my graduation in 1985 and having been a member of the Supreme Council for the past eight years, I can tell you wholeheartedly how proud I am of our organization, of our leadership once again in the Greek-letter world and of the great work our chapters have done since March 9. While change is never easy, it is inevitable in order to survive. In an era where hazing, bullying, forced alcohol consumption and abuse is no longer tolerated by anyone, ΣAE must change so that we can survive another 158 years. Brothers, our brightest days are still ahead.

Phi Alpha,

A handwritten signature in black ink, appearing to read "Bradley M. Cohen". The signature is fluid and cursive.

Bradley M. Cohen
Eminent Supreme Archon
(Arizona '85)

BRO PRO-FILES: BILL MARCKWARDT (CA-TH '76) - BY BEN AVEY



Bill Marckwardt (CA-TH '76) and his wife recently hosted a group of young undergraduate brothers at their home for breakfast. It was a friendly gathering with a simple message – you have joined a lifelong brotherhood - you are an Σ AE for life.

More than likely, this was not the first time these young undergraduates heard this message since it is routinely stated in the Greek community, but it was likely shared by a very convincing messenger – because Bill Marckwardt is an Σ AE for life.

Bill was introduced to the fraternity at the young age of ten. No, he wasn't a child prodigy, he was something better - a legacy. His older brother, **Tom Marckwardt (CA-TH '66)** introduced Bill to a variety of CA-TH actives including Dick Troncone, Bob Cleator, & Tom Gable. Greatly impressed with these gentlemen, Bill couldn't wait to attend SDSU and join Σ AE fraternity himself. He rushed Σ AE his first semester on campus, and very much enjoyed his tightly bonded pledge class (Fall '73).

He was a zealous undergraduate who lived in the house for two years and helped Mo Levich open the kitchen for regular meal service. Bill served as Steward, and went on to become the chapter's Eminent Treasurer. Bill then even made a run at Eminent Archon. Bill remained engaged with the fraternity after graduation through continued visits to the House, and regular attendance at Founder's Day. Bill joined the Alumni Association Board of Directors

in January 2014, serving as Membership Chair. Both his son, **Colin Marckwardt (CA-TH '12)** and his brother's son, **Hunter Marckwardt (AZ-AL)** joined Σ AE as well.

Looking back, joining Σ AE was one of the greatest decisions of his life. Not only did the fraternity produce lifelong friendships, but provided a unique opportunity in developing leadership and relationship skills. The fraternity provided an introduction to a diverse community of people who opened his eyes to the world and helped him develop from a naïve child to a well-grounded, confident adult. It was an experience that truly shaped his life.

Today, Bill is a Vice President at City National Bank resolving problem commercial real estate loans. He is a highly engaged community leader, serving for 15 years as a College Neighborhoods Foundation board member where Bill spearheaded both the Boulevard BOO! Parade and the annual Home Tour program. Drawing from a respected career in Real Estate and Banking, Bill has served as a guest speaker at SDSU's Corky McMillin Center for Real Estate.

Of course, his love for the fraternity continues. Bill and his wife, Betty, host the New Members' Executive Board Breakfast each semester, seeking to instill Σ AE traditions, history and structure. (To view photos of the most recent breakfast event, click [HERE](#).)

Bill's newest initiative is help organize Σ AE alumni/undergraduate tailgate parties prior to Aztec football games at Qualcomm Stadium. He hopes this fun event will help bridge the generational gaps between the brothers and encourage young graduates to stay closely connected to the fraternity for life.

Phi Alpha.

CHAPTER REPORTS

CAL THETA (SDSU) - BY DOMINIC BILOTTI, EA



Hello Brothers,

California Theta Chapter has hit the ground running to start the new school year. With rush coming to a close on September 23 we have welcomed 30 newfound members into our order and transitioned them into the True Gentleman Experience.

The chapter has seamlessly transitioned into the new format and is embracing the 4-tiered learning experience that will evidently teach them valuable skills and lessons for their Σ AE experience and beyond. At our last chapter meeting we were able to have Brad Cohen, Eminent Supreme Archon, in attendance and provide a clear overview on the new experience and why it is cutting edge for fraternal organizations. Afterwards he was available to answer any questions anyone might have and provide guidance for future problems that may arise. This was truly an honor for California Theta and has set the tone for the rest of the year. (See photo below)

Looking forward, the chapter is on pace to receive gold standard accreditation and very likely become San Diego State's highest accredited fraternity going into the spring semester. In order to receive this achievement the chapter will be participating in several community service projects and holding workshops that will advance the members' leadership qualities. Along with scheduling these events Cal Theta will also be holding an alumni tailgate on September 27 at Qualcomm Stadium for SDSU's showdown with UNLV.

The future is bright for Cal Theta and as the year progresses the chapter will only become stronger and more prosperous. I hope everyone continues to have a great year.

Phi Alpha,
Dominic Bilotti, EA

Editor's Note: ESA Brad Cohen is quoted as saying; "Proud of the Σ AEs at SDSU CA-TH. Great meeting with them and their 30 new members. Very impressive group that have adapted well to change and thriving!"



CHAPTER REPORTS (CONT.)

CAL CHI (UCSD) - BY THADEUS ODOM, EA



Hello Brothers,

As our summer comes to a close, California Chi is ready to enter our school year in full stride. After holding numerous meetings over the summer, we have almost ironed out all the details of our True Gentleman Experience.

Our chapter is using the changes in order to separate ourselves from the other chapters on campus by aiding our members to be better, more involved men. We are trying to achieve this through providing education and opportunities for growth.

Since our school is filled with very driven students, I believe that the opportunities the TGE and ΣAE as a whole can provide for our members will help aid us in our recruitment efforts. We are taking the changes in full stride and using it to our advantage rather than allowing it to hold us back. We are confident in our recruitment strategy and look forward to growing our chapter which is still in its youth.

Phi Alpha,
Thadeus Odom, EA

CHAPTER ETERNAL - TERRY BOURNE (CA-TH '68)



Surrounded by his family, Terry Allan Bourne passed away peacefully on August 14, 2014 at the age of 69. He was a 1963 graduate of Kearny High School. Afterwards, he attended San Diego State where Terry became a proud member of Sigma Alpha Epsilon Fraternity. At the request of his wife, Liz, several of the Brothers in attendance sang "Friends" at the "Hawaiian Shirts" reception which was held on September 6th.

Liz later expressed her thanks in a personal note to Brother Mark Mays (CA-TH '67); "...the ΣAE song was so touching. Thanks to you and the Brothers for honoring him."



ALUMNI NEWS

Cal Theta House Improvements Report - from Gary Losey (CA-TH '79)



We've been working feverishly all summer to complete a \$100,000 major remodel project, to build a fully City & Health Department new Commercial Restaurant Kitchen, Kitchenette with Laundry Room, Dry Kitchen Storage Closet, along with a 60" Flat Screen TV, Surround Sound, Streaming Blue Ray & Apple TV components.

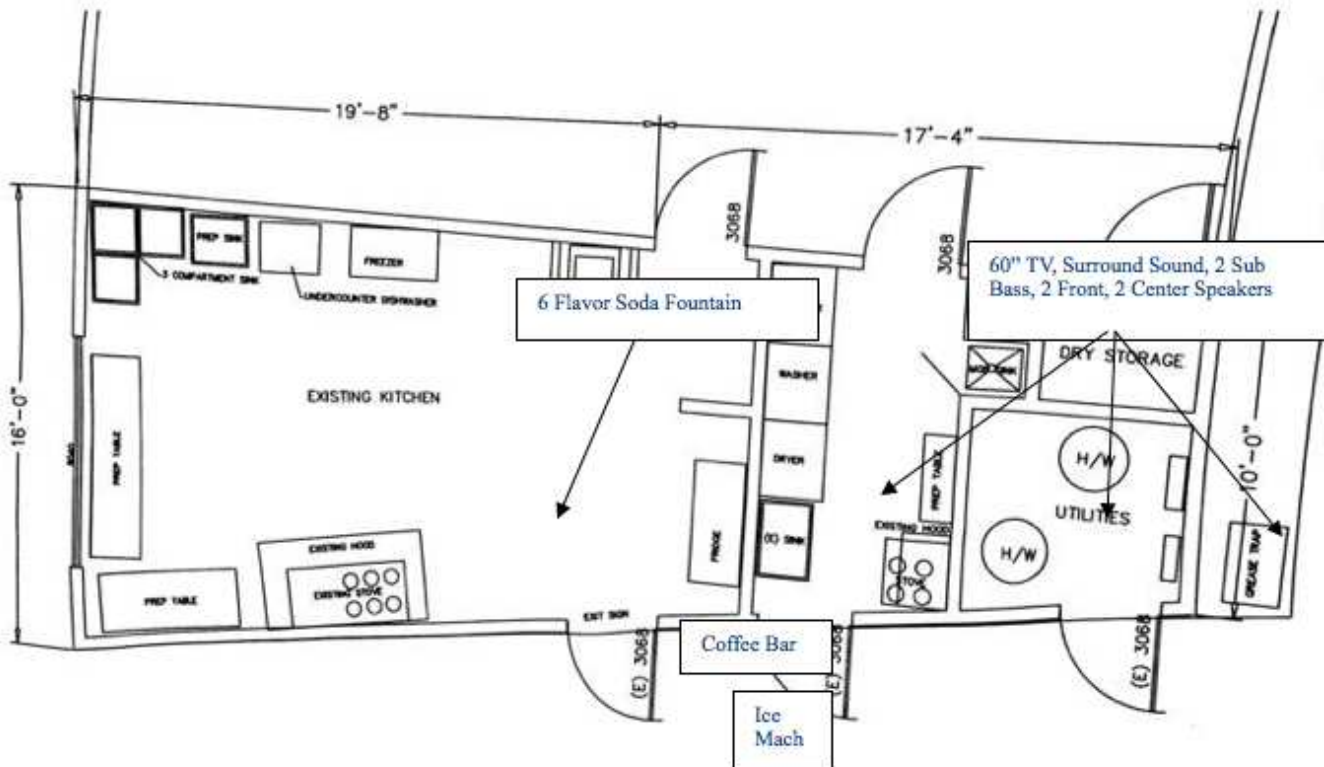
My goals were well planned out, and fully expected to done two weeks before school started. Alas...the best laid plans. During our tracing out of underground drain lines, we found that the 50 year old cast iron pipes were full of roots, grease, falling apart from the inside out...yippy. So we had to concrete cut, trench and install all new underground drain lines from the kitchen out to the street.

Because of this unforeseen problem, we're required by the City of San Diego to leave the trenches open for City Inspection "after" we receive our Building Permit. Well, with all the recent new building codes, the City has been delaying our Building Permit with requiring large numbers of corrections to our plans. Since we've already completed all of our Rough Construction, we'll call for our Rough & Underground inspection the day after we get our Building Permit. Once we get our 1st inspection approved, we'll be able to nearly complete the balance of all of our work; Back filling trenches, closing walls, installing new tile floors, and installing cleanable wall coverings.

Our next big hurdle will be the County Health Department. They're very tough. Our goal now is October 1st completion, and Meal Plan Start date.

Gary Losey, President - ΣAE Cal Theta House Association

Editors Note: Gary also reports that all 16 rooms in the CA-TH house have been remodeled.



ALUMNI NEWS (CONT.)

Annual “Happy Hour” Mixer Held on August 21st

On Thursday, August 21st., (5:30-7:30) the Association held a “Men Only” after work reception at the San Diego Yacht Club. This is always one of our most convivial events, where everyone enjoys the camaraderie of their brothers, in a beautiful setting, no-host bar, and great SDYC hors d'oeuvres.

If you would like to view the photos from the event



Save the Date - Annual Holiday Party Scheduled for December 19th.



The Annual Association Holiday Party will be on Friday, December 19, 2014, 6:30 to 9:30 at the Sheraton Harbor Island West, 1590 Harbor Island Drive (the small Sheraton). RSVP to the ΣΑΕ Voicemail (619) 685-5294.

2014 Association Century Club Members & a guest are free (paid members will receive a printed invitation prior to the event). All others \$30 per person. (No-Host Cocktails)

To view photos from last year's Holiday Party, please click [HERE](#).

Ben Avey Honored with “40 Under 40” Award by SD Metro Magazine



Ben Avey (CA-TH '04) is the manager of government and media relations for Family Health Centers of San Diego. He successfully obtained more than \$1 million in grant funding for the Family Health Centers, and coordinated a nursing referral program that enabled hundreds of low-income students to gain access to health care. Ben is President of the Barrio Logan Association and serves on the health committee of the San Diego Regional Chamber of Commerce.

Editor's Note: Brother Avey was profiled in our [July 2011 Newsletter](#).

UPCOMING EVENTS

Coach Steve Fisher to Speak at the October 21st Alumni Association Luncheon



Coach Steve Fisher, of the SDSU Aztec basketball team will be the featured speaker at our Alumni Association's October 21st luncheon meeting at the San Diego Yacht Club.

Coach Fisher's career accomplishments, include taking three teams to the Final Four in first five years as Coach at Michigan, and selection as Coach of the Year in 2010 for his success with the Aztec basketball team.

Coach Fisher was recently honored as the Mike Whitmarsh Community Legend Award winner, by the San Diego Sports Medicine Foundation at their Taste at the Cove fundraising event on September 4, 2014.

JOIN THE SAN DIEGO AREA ΣΑΕ ALUMNI ASSOCIATION

Our award winning association was founded in 1932 and continues

to thrive today, with over 200 Alumni ΣΑΕ members. We welcome all ΣΑΕ Alumni, regardless of chapter or graduation year, to reconnect with your fraternity through association with us. We work hard to engage alumni with positive feelings about the Fraternity. We have regular luncheons, with key note speakers, other social events including our annual Founders Day Dinner and Holiday Party, our "2011 award winning" website, and this "2011 award winning" quarterly e-

newsletter, chapter support of local chapters, and philanthropic activities. If you are an ΣΑΕ and are interested in joining our local association, please fill out and mail in the enclosed Membership Application Form.

To see a list of current members by name, click [HERE](#).

To see a list of current members by chapter, click [HERE](#).

POLICY ON ALUMNI NEWSLETTER BRIEFS

In addition to news briefs containing information of interest to the Brotherhood concerning local fraternity activities, the newsletter team would like to bring back the "Alumni Updates" feature, which was part of the newsletter a few years back. If you're a current member of the Association and you've changed jobs, received an honor or had some other newsworthy event take place in your life, please send an email to news@saesd.org and we'll include it in a upcoming newsletter. All text file formats are acceptable. Digital photos should be at least 300 dpi.

ALUMNI ASSOCIATION BOARD

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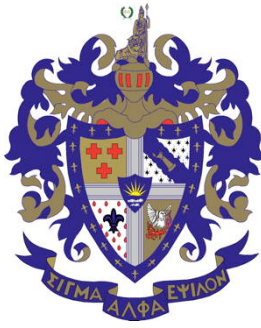
Ryan Thorsen (CA-TH '06)

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ΣΑΕ Alumni Association of San Diego

MEMBERSHIP APPLICATION

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (W) _____ (H) _____ (M) _____

Email: _____

Chapter: _____ Graduation Year: _____

Occupation: _____

Annual Dues Category: Regular Membership \$30.00
 Century Club \$100.00 or more - \$ _____

(If you are joining within one year after graduation, your first year's dues are \$20.00.)

Committees you might be interested in serving on:

- | | | |
|---|---|--|
| <input type="checkbox"/> Events/Social Programs | <input type="checkbox"/> Recruitment/Membership | <input type="checkbox"/> Communications |
| <input type="checkbox"/> Finance/Fundraising | <input type="checkbox"/> Nominations/Awards | <input type="checkbox"/> Chapter Liaison |

Please mail this Application together with your check made out to:

ΣΑΕ Alumni Association of San Diego
302 Washington Street #423
San Diego, CA 92103-2110