

BETA THETA PI



125 YEARS OF EXCELLENCE - CONTINUING OUR TRADITION

ALPHA TAU CHAPTER OF BETA THETA PI AT THE UNIVERSITY OF NEBRASKA



BETA THETA PI
— MEN OF PRINCIPLE —



ALPHA TAU: A PAST WORTHY OF HONOR

The Alpha Tau Chapter of Beta Theta Pi and the University of Nebraska share a storied tradition dating back to 1888. From our founding to the present, our proud history speaks for itself through high academic achievement and leadership within the University. With more than 2,200 initiates, the Alpha Tau Chapter has influenced the lives of numerous men, cultivating lasting friendships in the process. Many of our best college memories can be traced back to our Beta experience.

While many of our alumni have gone on to successful and distinguished careers in business, engineering, technology, and countless other endeavors, the common bond of our brotherhood remains, along with our shared principles and values. Most of us can trace the roots of our success to one place: 1515 R Street.

Through Beta we not only learned the importance of friendship, knowledge, service, morality, and excellence, but we also acquired valuable assets, which include leadership skills, organizational skills, social

skills, teamwork, and character. Oftentimes, these traits have been integral to our personal success and helped make us the men we are today.

Our chapter house is clearly the focus of undergraduate life for Alpha Tau. It has been a home away from home for hundreds of young men and a classroom where our brothers have learned brotherhood, tradition, excellence and academics. However, if we wish for Beta to continue its strong presence on the UNL campus, we must ensure that we are providing a safe, modern, and competitive facility. Now is the appropriate time to secure our future.

*“What a few men who are united in common purpose
and effort are determined to do, can be done.*

*More than that, such associations teach us
just how far human friendships can carry us.”*

—JOHN REILY KNOX, FOUNDER



THE BEGINNING OF 1515 R: OUR HOME

“All of us have great memories of life at 1515 R Street and the wonderful friendships that were created and which have lasted a lifetime. The young men who have followed us as Beta brothers have carried on the tradition of academic achievement, campus leadership, community service and fun. Key to this continued success of Alpha Tau is recruiting Men of Principle, and most important in recruiting is offering a safe, modern, efficient and comfortable living environment, equal to the best that the competition is providing. This important capital campaign accomplishes these goals, and with your support will ensure the continuing tradition of excellence at Alpha Tau for generations to come.”

—DAVID K. KARNES '68, HONORARY CHAIRMAN



NEW SORORITY HOUSES

Among the sororities, Kappa Kappa Gamma and Kappa Alpha Theta last summer built and occupied handsome houses costing about \$45,000 each. None of the figures given above include furniture or equipment.

PRESENT HOUSING CONDITIONS HANDICAP

Every Major fraternity at Nebraska owns and occupies a better home than Alpha Tau has ever had! And with but one exception, every Beta chapter in the middle west has a real chapter house, and that exception is Alpha Tau.

NEED IS IMMEDIATE

We feel that every Nebraska Beta will want to be identified with this important project, so vital to the welfare of our fraternity in this state. We cannot look on unmoved and watch Alpha Tau lose its high position at Nebraska, a position that will take years to regain—and every Beta in touch with the situation knows that such a loss will be the inevitable result if we delay longer in providing our chapter with facilities equal to those of its competitors. The need is pressing and immediate—a house “sometime in the next two or three years” will not do. We must not fail in this matter, for our failure would nullify the splendid work of our active boys in building up a chapter which is a source of pride to all who watch its work. We have a right to expect Betas to excel in the things which make a fraternity worthwhile, but we must do our part; we must give our chapter an even start by providing it with the necessary physical equipment, equal to that which its rivals have received from their alumni members.

BETA, A WORTHY INSTITUTION

You will never put your dollars into a worthier cause than this of helping your fraternity and your chapter. There is need for an organization like Beta Theta Pi, and work for it to do. Running through all its history, connected inseparably with the very existence of the fraternity itself, are countless friendships of the closest and finest kind; how close, how treasured, every Beta knows. The fraternity's long and honorable history, its mighty roll of illustrious members who have brought distinction to the badge, its power and prestige, are sources of pride to every Beta. Its aims, traditions and ideals have been inspirations to thousands of boys; its greatest members have never hesitated to acknowledge their indebtedness to the fraternity for its lasting and beneficial influences. It is a constructive influence, not only in the lives of its own members, but in the colleges and throughout the entire fraternity world. It has been described by a distinguished editor, not a Beta, as “the finest organization of college men in America.” The influence, the worth, the value of a society like ours are incalculable.





WHY WE MUST SUCCEED

While the Alpha Tau experience is certainly more than the physical structure of the chapter house, our home undoubtedly plays a significant role in the development of our brothers and serves as a proud symbol of our shared values and goals.

Built in 1926, with the addition constructed in 1963, 1515 R Street has been a part of Alpha Tau's legacy for 85 years and is showing its age. It has become clear that we must make a major investment in our chapter house if we are to remain competitive, provide a quality living environment, and continue to cultivate the intellect of our brothers.

PHYSICAL & SAFETY NEEDS

We must ensure that we are offering a structurally sound and safe facility for our collegians. With heavier demands on internal systems, such as the electrical and technology infrastructure and a lack of appropriate storage space, our home does not adequately accommodate the needs of our undergraduate members any longer.

- The University has mandated that all Greek chapters complete installation of modernized fire-safety equipment in their facilities for the safety of the members.
- Our project will include installation of a fire-safety sprinkler system, as well as a modernized electrical system with new wiring and additional outlets for safety reasons and to provide adequate power for computers, printers, and other electrical appliances.
- This renovation will address our need for energy-efficient windows, proper space allocation and usage, and modernized bathrooms to meet the needs of our members and cut down on facility maintenance expenses.

ACADEMIC & TECHNOLOGY NEEDS

The Beta Theta Pi house has always been an environment that fosters academic excellence; however, study space and academic needs have changed.

- To remain academically competitive, we must address the needs of today's students by providing quiet, well-lit, and comfortable study space with wireless computer access throughout the facility.
- Multiple areas designated for study, adequate furnishings, and state-of-the-art technology will help our members maintain a competitive edge. To have the option of studying day or night, alone or with guests, at the chapter house is a key to keeping our members scholastically competitive at UNL.

COMPETITION & VALUE

Today's students and their parents expect more for their housing dollars. Amenities offered by the residence halls and in off-campus apartments, as well as new and renovated fraternity houses, require us to reevaluate what we are offering our members.

- Other off-campus housing options frequently offer covered parking, swimming pools, and fitness rooms. While we have no intention of providing all of the amenities offered elsewhere, we must offer a safe, attractive facility in order to be competitive.
- Today's students expect their own space and plenty of room for study. Our plan will include suite-style rooms with study space separate from the living/sleeping areas.
- Delta Tau Delta, Lambda Chi Alpha, Phi Delta Theta, Phi Gamma Delta, Phi Kappa Psi, Pi Kappa Phi, Alpha Gamma Rho, Sigma Alpha Epsilon, Sigma Phi Epsilon, Sigma Chi, FarmHouse and Delta Upsilon have recently renovated, rebuilt, or are assessing a future renovation to their facilities. We cannot lag behind our competition.





OUR PLAN FOR LONG-TERM SUCCESS

The Alpha Tau alumni and undergraduate leadership has developed a solid plan to address the long-term viability of the Beta experience on the UNL campus. Through careful study, assessment, and planning, it has been determined that updates and maintenance to the chapter house are necessary, and we must invest in our home to meet the needs of today's students. Working with Erickson Sullivan Architects and Studio 951 Architects, the Alpha Tau alumnae leadership has developed a tactical approach to our future.



THE RENOVATION INCLUDES:

- Conversion of existing rooms to a suite-style living concept, with separate education and sleeping areas
- Significant bathroom upgrades
- Addition of central heating and air conditioning
- Installation of fire sprinklers throughout the house
- Replacement of windows for increased energy efficiency
- Significant upgrade to plumbing and electrical systems
- Addition to, and modification of, communication and technology infrastructure
- Upgrades to living areas in the house
- Kitchen modifications and upgrades
- Creation of a handicapped-accessible room and other modifications to meet ADA requirements



OUR PLAN TO RESTORE 1515 R STREET



◀ BASEMENT

- Excavate crawl space area to increase square footage
- Three spacious 4-man suites
- Ample, well-lit, and quiet study areas
- New laundry facility
- New bathroom
- Replace carpeting and refresh paint in chapter room

MAIN FLOOR ▶

- Refresh finishes throughout main floor
- Create a separate media room





◀ SECOND FLOOR

- Convert rooms to suite-style plan with separate education and sleeping areas
- Replace bathroom finishes and equipment
- Laundry facility for convenient access and use

PROJECT COST ESTIMATE:

Construction.....\$2,500,000

Contingencies\$200,000

Soft Costs.....\$300,000

*(Architect/engineer fees,
permits, planning fee, fundraising)*

TOTAL\$3,000,000



THIRD FLOOR ▶

- Convert rooms to suite-style plan with separate education and sleeping areas
- Replace bathroom finishes and equipment
- Laundry facility for convenient access and use





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— MEN OF PRINCIPLE —



INVESTING IN ALPHA TAU

We urge your thoughtful consideration of this project. You are the only one who can place a value on your Beta Theta Pi membership—on the lifelong friendships you made, on the values and principles that were instilled in you, and on the many ways Alpha Tau enhanced your college years. All the brothers who came before us made it possible for us to experience Beta. Now it is our turn to guarantee future generations of Alpha Tau brothers will have the same opportunities that we treasure today.

THINK BIG, MAKE A BIG IMPACT

Because of the magnitude of our objectives, we are urging all alumnae to consider major gifts to the campaign. In order for each alumnus to maximize his participation, gifts can be structured over a five-year pledge period. However, early gifts to the campaign are preferable to help reduce borrowing costs. Gifts in honor or in memory of other Betas, as well as family and pledge class gifts, are welcome. Recognition in such cases will be given to both the donor and the honoree.

DONOR RECOGNITION

Each of us, simply by our presence, has contributed to the history of Alpha Tau. How appropriate then that each of our names be entered into its halls. Each donor who contributes \$2,500 or more will be recognized on a prominently displayed plaque. All donors contributing to the campaign will be recognized in campaign publications, unless otherwise requested.

TAX-DEDUCTIBLE GIFTS

Gifts to the campaign are 100% tax deductible through the University of Nebraska Foundation and designated for the Alpha Tau Chapter. Gifts through the Foundation will be directed to the Historic Preservation or Educational Fund and will be used for the preservation and enhancement of our historic home and its internal spaces. The University will count gifts received by the fund toward the donor's total contributions to the University.



NON-TAX-DEDUCTIBLE GIFTS NEEDED

A portion of the project is deemed non-educational and non-historic preservation, which means there is a need for contributions that are not tax deductible to complete the project with minimal debt placed on the chapter. Expenses such as furniture, fixtures, appliances, carpeting, equipment and development fees, as well as repaving the parking lot, cannot be paid for with tax-deductible dollars. Therefore, donors are encouraged to consider directing a portion of their gift to the Beta Theta Pi Alumni Association of Nebraska.

INVESTING IN LIVES FOR ENDURING RETURNS

College fraternities continue to play a relevant role in the lives of young men. Today, perhaps more than ever, it is important that we provide young college men with a small, group environment that offers them a solid foundation for their education and also affords them opportunities for high academic achievement and the development of leadership and social skills.

Our undergraduate brothers have already made a commitment to work hard in maintaining the programs and traditions that have benefited the lives of so many members over the years. Together with our undergraduates, the campaign committee is committed to this major undertaking that will allow us to restore our chapter house, in turn cementing Beta Theta Pi's position as the preeminent fraternity at Nebraska.

WILL YOU ANSWER THE CALL?

Now it is your turn to step up and support the financial challenge associated with this project, ensuring that the same valuable experience we enjoyed is available for others who follow. Remember that each of us benefited from the generosity, work, and sacrifice of those who went before us. We all enjoyed the house and brotherhood that Alpha Tau provided during our years in Lincoln.

The commitment we make today cannot be underestimated—it will have a ripple effect on the lives of future Alpha Taus for years to come.



GIVING LEVELS

KAI CIRCLE

\$250,000 and Above

KNOX CIRCLE

\$100,000 to \$249,999

ALPHA TAU LEGACY SOCIETY

\$50,000 to \$99,999

1888 CHARTER SOCIETY

\$25,000 to \$49,999

LOVING CUP SOCIETY

\$15,000 to \$24,999

DRAGON SOCIETY

\$10,000 to \$14,999

WOOGLIN SOCIETY

\$5,000 to \$9,999

THREE STARS SOCIETY

\$2,500 to \$4,999

1515 R FUND

\$1,515 to \$2,499

ALPHA TAU PRIDE FUND

\$500 to \$1,514

*Beta taught us things
we could not learn in
the classroom; lessons
of leadership, character
and personal
responsibility are only
the beginning of a
very long list of
traits enhanced by the
Alpha Tau experience.*

*Because of the magnitude of Alpha Tau's need,
we urge all brothers to consider major gifts to the campaign.*



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OFFICE OF THE CHANCELLOR

Beta Theta Pi Fraternity
1515 R Street
Lincoln, NE 68508-1699

Dear Alumni,

Congratulations to the Beta Theta Pi Fraternity on your decision to remodel and update your chapter house. Since its founding in 1888, Beta Theta Pi has added to the rich traditions of the University of Nebraska-Lincoln and its Greek community.

The Greek system has a long and proud tradition at the University of Nebraska-Lincoln and plays an important role in the life of the University and in the lives of their members. The University administration is supportive of the fraternities and sororities that make so many significant contributions and whose alumni remain loyal to their alma mater. As a Greek alumnus of the University, I am personally aware of the distinguished history and tradition of Beta Theta Pi.

The standards for student housing at the University of Nebraska-Lincoln are increasing each year. Today's students are being provided sufficient space and technology to support their complex lifestyles and dynamic academic needs. Many fraternities and sororities are planning and carrying out renovations to address these needs.

I applaud the launching of a capital campaign to remodel your home and wish you success in achieving the goals for this important effort. Your decision to provide an excellent living environment for its occupants will enhance the overall university experience for your undergraduates. I hope all Beta Theta Pi alumnae will respond to this capital campaign with a degree of generosity that reflects an appreciation for what Beta Theta Pi and the University of Nebraska-Lincoln have done for them. The successful completion of this project can only be realized through the generous support of alumni like you.

Sincerely,

Harvey Perlman
Chancellor and Harvey & Susan Perlman
Alumni Professor of Law

201 Canfield Administration Building / P.O. Box 8000

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CONTINUING THE TRADITION OF EXCELLENCE

Alpha Tau...

- ranks first in grades among all fraternities on campus.
- won 10 Knox awards in the award's 11-year existence. The Knox award is the most prestigious award a chapter can win and Alpha Tau has won more than any other chapter in the country.
- received 17 Sisson awards, the second most prestigious award given out by the Fraternity.
- was awarded the National Inter-Fraternity Council Award of Distinction.
- members have been inducted into the Innocents Society (10) in the past five year, and Mortar Board (4).



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THETA PI
— MEN OF PRINCIPLE —

Dear Alpha Tau Brothers, Families and Friends,

The General Fraternity is very pleased that the alumni of our Alpha Tau Chapter are planning to significantly renovate the chapter house at the University of Nebraska. Since 1888, Alpha Tau has had a distinguished presence on campus, and it is encouraging to know that heritage continues.

Indeed, Alpha Tau shines as one of Beta's top chapters having been recognized with the fraternity's top performance award 10 times. Undergraduates, alumni, family and friends can be proud of the rich heritage of the chapter, as well as its current strength.

Now, alumni leaders of Alpha Tau are undertaking the next challenge in the life of this treasured chapter – to provide a renovated, handsome and functional chapter house for current and future undergraduates for many years to come. The fruition of these plans will set a new standard for fraternity chapter houses in Lincoln and this laudable effort is worthy of your enthusiastic support. The General Fraternity encourages you to join those Alpha Tau alumni already committed to this exciting rebuilding effort.

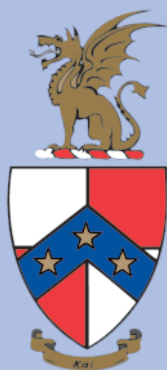
On behalf of the Board of Trustees, thank you in advance for your generous support of our dear Alpha Tau Chapter. From Beta's founding principles that are also enunciated so well through the *Men of Principle* core values, "Betas believe that men are mutually obligated to help others in the honorable labors and aspirations of life." We hope and trust that you will support Alpha Tau in developing her next generation of men of principle.

Yours in *_kai_*,

Judson A. Horras, *Iowa State '97*
Administrative Secretary

Brennan Hall | 5134 Bonham Road | PO Box 6277 | Oxford, Ohio 43087





THE LOVING CUP

*Oh, start the loving cup around.
Nor pass a brother by;
We all drink from the same canteen
In Beta Theta Pi.
Oh, You and I can ne'er grow old
While this fair cup is nigh;
Here's life and strength, here's health and wealth,
Here's all in Phi-Kai-Phi.*

*Oh, start the loving cup around,
It speaks of other days;
We see the milestones backward run
When on this cup we gaze.
Our grip grows strong, bold comes our song
When this fair cup we raise;
So pass the loving cup around
And drink in Beta's praise.*