

CANDLELIGHT

Beta Phi Chapter of Pi Kappa Alpha • Purdue University
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FALL 2012

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LOYAL BROTHERS
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Undergraduates and alumni during the annual Pike reunion weekend.

BETA PHI HISTORIC MILESTONES

Remodeling to Begin in Summer 2014—Now Is the Time to Step Up

As 2012 is coming to a close, let's stop for a moment and reflect on Beta Phi's rich history on the Purdue campus. The following milestones illustrate not only the history but also the strength and longevity of our Chapter. You played a part in making this happen. Our combined brotherhood today consists of more than 1,800 Beta Phi alumni.

Continuous Pike Chapter at Purdue	91 years
Home Association	85 years
Present Chapter Location, 629 University Street . . .	48 years
Beta Phi Foundation	20 years
Pike Reunion	10 years

Our strength and support of the undergraduate Chapter could not have been accomplished without the dedication, time, and vision of the following groups.

Home Association Board	7 volunteers
Alumni Advisory Board	12 volunteers
Beta Phi Foundation	11 volunteers
Total Alumni Volunteers	30 assisting with the Chapter, working with undergraduates, and preparing for a strong future.

Your contribution, in any amount, is a way of showing these 30 dedicated Beta Phi brothers that you appreciate and
(Continued on page 2)

Annual Pike Reunion Weekend Brings Scholarships and Surprises

*Capital Campaign
Now Only \$30,000 from
\$1 Million Mark*



Rich Russell '58 presents the Leadership Award to SMC Brad Pierson '13. The Leadership Scholarship is provided annually by Mary Lou and Bob Rain '55.



One of the highlights from the weekend was the presentation of a pledge from the undergraduates in the amount of \$20,500! Pictured: Brad Pierson '13, Rich Russell '58, Brandon Bergman '12, and Brian Doolittle '70.

The annual Pike reunion weekend began with a dinner on Friday night in the atrium of the new Lawson Computer Science Building. Saturday started with updates from the Home Association and the Beta Phi Foundation. Three scholarships were awarded: Most Improved GPA went to **Steve Phillips '14**, Highest GPA Scholarship award, provided by **Art Bowles '61**, was awarded to **Anshul Rai '15** with a cumulative 3.73 GPA, and the Leadership Award went to **Brad Pierson '13**, current SMC. We also recognized Bob Pierson, Brad's father, for his donation of the pillar upgrade.

(Continued on page 2)



HONORING OUR LEGACY

Annual Pike Reunion Weekend

(Continued from page 1)



Alumni and undergraduates joined voices in the annual sing-a-long during the reunion weekend.

A scholarship fund for in-house tutoring, thanks in part to **Charlie Kent '60**, was announced, which allows the Chapter to expand their tutoring program and continue their focus on improved scholarship.

Certainly one of the highlights was the update on the capital campaign, which included a presentation of a pledge from the undergraduates in the amount of \$20,500! This gift demonstrates the commitment and loyalty of the active brothers to our fraternity. Combined with other gifts presented during the weekend, our new total pledged to the campaign is \$970,000. **We are only \$30,000 from the \$1 million mark and another \$100,000 matching gift!**

Alumni and undergraduates once again joined voices in what has become our annual sing-a-long (we might even be getting better). Rob's lunch served in the dining room was, as usual, terrific. Now if the football team was as good. Everyone gathered back at the Chapter House for a reception that evening after the game.

Mark your calendars for next year's reunion on September 14 and the Notre Dame game.



Brothers competing at the Chapter pool table with the new Pike crest table cover.

BETA PHI HISTORIC MILESTONES

(Continued from page 1)

support all of their time and talents in keeping Pike one of the top fraternities on Purdue's campus.

During the summer of 2014 we plan to start remodeling the Chapter House. Since our Chapter House was built in 1964 approximately 1,415 brothers have called this their home, enjoyed the bonds of brotherhood, and received a great education from Purdue. These walls, halls, and rooms have had a lot of use. The time has come to repair, replace, and update our Chapter House so that future generations of Purdue Pikes can experience these same great traditions, lifetime friendships, and fraternal bonds that all of us remember and enjoy. This is a major remodeling project. Our latest cost estimate is \$1.2 million to complete the project. Now is the time for all Beta Phi alumni to financially support this remodeling project, ensuring that the future of Beta Phi is strong and competitive. Please use the enclosed form and envelope to mail your contribution and show your support.

I am personally asking for your help. Please contact me at (810) 877-1958 with any questions.

In the bonds of ΦΦΚΑ,

Rich Russell '58

Beta Phi Foundation President



Joe Conti '85 Contributes to Capital Campaign, Urges Brothers to Support and Reconnect with Chapter

When **Joe Conti '85** joined Pike, he was attending Western Michigan University, playing football and didn't know many people. "I was looking for a place I would fit in. When I transferred, I was thrilled to move into the Chapter House my first semester at Purdue. I was immediately welcomed and began to make friends right away. Those guys were an incredibly motivated bunch who strived to be the best at everything."

Joe served as the master of ceremonies, recruitment chairman, internal vice president, and as president during his undergraduate career. The friends and memories he made have stayed with him throughout the years. "It was Pikes against the world. We won athletic events, participated and won the Grand Prix, were finalists in U-Sing and participated in Boiler Bouts. These were things that brought us all together as a group and galvanized us." As the Chapter advisor, Joe is dedicated to mentoring the other brothers the way he was. "I didn't truly appreciate men like **Rich Russell '58** when I was an undergraduate but now I am one of those guys. Although the faces and names have changed, the fraternity is still how I remember it. The current group of undergraduates really reminds me of when we were there."



MARK LINDSAY '72 CONTRIBUTES TO CAMPAIGN TO ENSURE PIKE LEGACY

Dreams of Alumnus

Take Flight as He Honors His Father

I took my first breath in an Air Force base hospital in Washington, D.C. With a WWII AAF fighter pilot as a father, some would say my path to becoming a pilot was predestined. I did not have to venture far from home to find my hero." **Mark Lindsay '72** received a Navy ROTC scholarship to Purdue in 1967 and joined Pi Kappa Alpha.

Mark is grateful for the experiences he gained by becoming a Purdue Pike and believes those experiences were instrumental in forging parts of his adult life. He values his memories of "box-ball," Juanita's chocolate chip cookies, and football Saturdays. "I have been privileged to enjoy the Pi Kappa Alpha experience and encourage other brothers to support the *Honoring Our Legacy, Securing Our Future* campaign. Beta Phi taught us how to manage success, as well as failure. We worked and played as a team. That experience would prove invaluable in my aviation career." After graduation, Mark fulfilled his dream of following in his father's footsteps by becoming a pilot.

Mark served as a naval aviator from 1972 to 1979. He was heavily involved in aircraft carrier ops, flying the A-6E Intruder and logging 167 arrested landings, as well as training fellow pilots as squadron landing signal officer. After seven years and 2,300 completed flight hours, Mark joined the ranks of American Airlines. He was based in New York and Washington, D.C., flying McDonnell Douglas and Boeing aircraft on domestic and international routes.



Mark Lindsay '72 followed his father's footsteps by flying in Florida this year, 68 years after Lt. Hugh Lindsay flew in England in 1944.

After retiring as captain from American Airlines, he recently accomplished one more long-standing aviation goal. "It was amazing to hear, smell, and feel the fighter my dad flew in combat over Europe. Flying the venerable P-51 Mustang was an amazing experience. I flew the beautiful, powerful and sleek bird in all regimes of flight. It was an experience that solidified the notion that the 299 combat hours he logged as a 21-year-old fighter pilot during wartime was my dad's contribution as a member of our country's Greatest Generation. I am so grateful to have followed in his footsteps and honor his legacy."

Mark resides in Crownsville, Maryland. You can contact him at av8tor73@verizon.net.

Joe always makes an effort to spend time with his Pike brothers. "We really don't know how valuable our time is. The older I get, the more I appreciate the time I get to spend with friends and family. On a recent business trip to Colorado, I was able to have dinner with my best man, **Tyler Viernow '85**, and play golf with **Dave Dayton '66**. While on a vacation with my wife in Maui, **John Romanowski '85** joined us for dinner. I even had dinner with **Russ Strobach '84** in Lafayette recently and I communicate with one of my best friends, **Greg Louis '85**, almost every week."

Joe has remained very active with Beta Phi Chapter. He serves on the home association and as Chapter advisor, organizes Pike Old Masters, and assists with the golf outing. "Every brother I have talked to that is returning for the first time always mentions that they wish they had not stayed away for so long. Brother, if you don't keep in touch, you're missing out big time."

Joe encourages alumni who have lost touch with the Chapter to come back and visit the Chapter House. "Our location and tradition set us apart from everyone else. I want the Chapter House to remain a great place to visit when alumni visit campus. The Chapter House is our legacy and it is our window into our past. I want to look at that building and continue to remember the great times. Everything we do is

made easier if more people participate. We need the capital campaign to be successful so that we will dominate the Purdue Greek system for another 90 years." Joe strongly encourages brothers to give in order to preserve the Pike legacy. "For those who have made contributions to the capital campaign, thank you. For those that haven't, c'mon, man!"

"The Chapter House is our legacy and it is our window into our past. I want to look at that building and continue to remember the great times."

Joe earned his bachelor's degree in supervision, which Purdue now terms organizational leadership. He is a region sales manager for Landstar Transportation Logistics. The business aspect of being a Pike educated Joe on how to be successful in his career. "If you can manage, supervise, and discipline the guys you live with, doing those same things in the business world is a breeze. We all tend to be molded by those around us. In the early 1980s, when I was in the Chapter, Beta Phi was winning Smythe Awards. We were at the very top of Purdue in virtually every measurable activity. If you are active in an organization like that, it is a huge advantage when you get out into the business world."

Joe resides in Newburgh, Indiana, with his wife, Cheryl. "We met at a party in the Pike Chapter House and she remains the love of my life." They have two children, Kaitlin and Joey. Joe can be contacted at jconti@landstar.com or joscon_61@yahoo.com.



HONORING OUR LEGACY, SECURING OUR FUTURE

THANK YOU, LOYAL BROTHERS, FOR COMMITTING OVER \$970,000

We are deeply grateful to the following Pike brothers for committing \$970,425 to the *Honoring Our Legacy, Securing Our Future* campaign. These brothers recognize the importance of ensuring the future of the Beta Phi Chapter and have demonstrated a sense of gratitude for their personal experience by making an investment in the future of Pi Kappa Alpha at Purdue. Commitments are still needed from the rest of our alumni to achieve our goal of \$1.2 million and complete the core critical upgrades of this major project.

All donors contributing a minimum of \$2,500, over a five-year period, will be recognized on a plaque prominently displayed in the Chapter House. Donors at or above \$1,000 will be listed in all campaign publications. If an error has been made in recording your gift, or your name has been mistakenly omitted or listed improperly, we sincerely apologize. Please advise our campaign coordinator at (785) 843-1661 so that we may make a correction.

Garnet & Gold Society (\$100,000 and above)

In honor of Richard L. Russell '58
Harry F. Hixson '60
Charles D. Kent '60
In memory of Robert S. Kirk '82
Steve Mathy '81
Robert J. Nice '82

Emanon Society (\$50,000 to \$99,999)

Anonymous
Robert L. Rain '55
Michael D. Wright, P.C. '85
John Romanowski '86

Grand Prix Society (\$25,000 to \$49,999)

Jean and James Biek '55
Charles N. Hetrick '63
"The Spirit Lives On"
In memory of
Roger Lantz '70,
Wes Brown '71,
Wren Hillman '72, and
Mike Neely '73
In honor of
Donnie Anderson '70
Geoff Boling '70
Doug Clay '70
Brian Doolittle '70
J. Craig Swanson '70
John C. Wolfe '70
Thomas L. Maddox '71
Tom Eyre '71
Greg Ketz '71
Stephen T. Peppler '71
Peter A. Velde '71
Bruce C. Bailey '72
Ralph S. Born '72
Mark S. Lindsay '72
Rex A. Martin '72
Wade D. Miquelon '87
In memory of
Chris Grubb
Doug Kinder '91
William Kinder '95

Shield & Diamond Society (\$15,000 to \$24,999)

Class of 1964
Tony Loesch '64
Bill J. Chen '72

ΦΦΚΑ Society (\$10,000 to \$14,999)

Anonymous
Ed Neuffer '59
Greg M. Lernihan '81
In memory of
Robert S. Kirk '82
Robert L. Browning '85
In honor of
Charles A. Browning Jr.
Michael T. Maloney '85

Beta Phi Excellence Society (\$5,000 to \$9,999)

Larry Wright '57
J.R. "Dabo" Dabasinskas '59
Frederic C. Westendorf '60
Richard L. Duncan '69
Jeffrey L. Copeland '69
In memory of Juanita Bennett
Ed Wundrum '73
John B. McCormick '73
Bill "Sammy" Samuelson '73
Timothy B. Groves '79
Doug Wright '86
Aaron M. Smith '09

Beta Phi Leadership Society (\$2,500 to \$4,999)

Anonymous
Rollin C. Dix '57
In honor of
Rich Russell '58
David K. Brennan '64
Roger A. Bair '64
Wendell L. Pieper '65
John W. Bevelhimer III '65
In memory of Mack Cramer '69
James Barr '66
Joe Baxter '68
David C. Dayton '66
Ralph R. Hofman '69
Randy S. Meyerholtz '72

William B. Kroll '74
Patrick A. McGivney '75
Pledge Class of 1977
Greg Gartner '80
Doug Krynicki '83
Class of 1984
Russell A. Strobach '84
Philip G. Petri '85
Kirk Cerny, *Beta Gamma* '89
Kevin L. Cooney '92
In memory of
Michael Ward '91
Eric D. Craig '99
Andrew S. Knosp '99
Robert Kozel '08
David Yates '10
Kyle P. Russell '10
In honor of
the Class of 2010
Jared Levitt '14

Beta Phi Brotherhood Society (\$1,000 to \$2,499)

Roy E. Hofer '57
James A. Richman '57
Richard L. Russell '58
Don W. Rain '58
Louis H. Antoine Jr. '58
Dale Frost '59
R. H. Gilbert '59
Thomas G. Kaiser '61
Richard A. Justice '61
Jerome Kessel '61
Joseph H. Haseman Jr. '61
Don Biddle '62
Merlin G. Bell '62
Donald K. Willing '63
Samuel J. Gilmore '64
Donald W. Johnson '64
Thomas J. Stiles '64
Gary H. Johnson '64
Rolland S. Nail Jr. '64
Raymond W. Schier '65
Jan M. Freeman '65
William D. Preston '65
Raymond J. Norris '65
William H. Hegarty '65
Paul D. Nystedt '66
John H. Pigman '67

Campaign Status At-a-Glance

As of November 27, 2012

\$1.2 million
campaign goal

\$970,425 in total
contributions

207 loyal donors

1,767 mailable alumni

www.pikapurdue.org

Kenneth G. Bassler '69
Dr. Bill Stanton '71
Alvin Rohrer '72
John B. Gripman '73
Robert W. Deprez '81
Michael R. Sutton '82
In honor of
Brian Lernihan
Mark A. Shireman '84
Joe Conti '85
Brett F. Gemlick '91
Craig Knies '97
Ryan Raber '05
Evan A. Schmitt '09
Eric M. Havel '11
Wesley Lichlyter '11
Derek S. Worsley '11
Francis H. Yu '11
Kevin Canida '12
John Hayes '12
Joseph M. Kohnert '12
Austin H. Warren '12
Andrew H. Barber '13
Javier Castaneda '13
Eric Davis '13
Eric D. Prickel '14
Brandon K. Bergman '15
Pravin P. Bhimalli
Matthew J. Seidl '15

ALUMNI ENCOURAGED TO VISIT AND GET INVOLVED

Events Created to Bring Alumni Back Together

I recently came across a *Candlelight* from when I was Chapter president in the fall of 1985. What is amazing to me is that my message has not changed. In that article, I was encouraging our alumni to come back and spend time at the Chapter House. I'm doing the same thing 27 years later. We now host events designed specifically to bring our alumni back together. We have worked diligently on our database to reach as many of you as possible. Yet we still have guys come to events at Purdue and don't stop by the house. If there was ever a time when you should come back, it is now. Through the Beta Phi Foundation, Home Association, and Alumni Advisory Committee we have more alumni involved than ever before. That alone should be an indicator to you that you are welcome anytime.

The house is in good standing with Purdue and Pi Kappa Alpha National. We no longer have any disciplinary issues hanging over us. The undergraduates have embraced the culture of taking care of their grades, each other, and the house. We have begun developing a great relationship with the new associate dean of students, Fred McCall.

The summer golf outing was another great event. The change in format to member/guest or father/son went over fantastically. We had more than 50 golfers and almost 70 for dinner at the house. We really want to get 18 foursomes or more next year so we can have the entire course

filled with Pikes. **Greg Louis '85** works hard to put the groups together and we are very proud of this event.

We held our first house executive board retreat this summer before all the guys returned for the semester. Members of the Chapter Advisory Committee that attended were **Matt Folz, Theta Omicron '11, Evan Schmitt '09, Bob Browning '85, and Doug Wright '86**. The main focus of the retreat was to make sure everything was organized for the semester. The vast majority of the undergraduates this year are first-year live-ins because of the great pledge classes the Chapter put together last year. Pike National published binders for every committee head as guidelines for what they should be trying to accomplish in their specific committees. The exec. board then really focused on making sure the committee heads knew their goals. It went so well that we will now have one between every semester.

The last alumni event we had this fall was our annual Pike Old Masters on December 1-2. The following alumni graciously agreed to be our "Old Masters" this year:

- **Eric Deahl '82** runs a software sales team for IBM.
- **Patrick Gault '85** is the vice president of sales for Ekinops.
- **Rob James '86** is the principal and owner of Marathon Risk Solutions.
- **Mike Andresen '03** is the vice president of

marketing for Medline Industries.

We were very excited to have these four distinguished alumni join us. We went to the Purdue vs. Xavier basketball game and had dinner on Saturday and held the interview sessions on Sunday. If any alumni are interested in being one of our "Old Masters" please contact me at your earliest opportunity. We target the first or second weekend of December every year.

Don't forget that the Chapter, under the watchful eye of Doug Wright, has become consistently competitive in Grand Prix. We feel it is just a matter of time before we are back on the podium. If you want to come back and have a great day with the family or just with the guys in the house, Grand Prix weekend is a great event.

Finally, my role as Chapter advisor has gotten easier every year. That is completely due to the undergraduates doing all the right things. We began a program this fall that brings in a tutor in math and physics for the guys to use. The entire focus is to get our G.P.A. up into the top 10 of fraternities. We are currently in first place in athletics and we had one of the top three recruiting classes on campus again this year.

In the bonds of $\phi\phi\kappa\alpha$,
Joe Conti '85
 Chapter Advisor
 jconti@landstar.com

CHAPTER FOCUS ON KEY OBJECTIVES FOR PIKE

Members Create Their Goals for the Year

On behalf of the Chapter members, I thank you for your continued effort and contributions to the capital campaign. The Beta Phi Foundation and Home Association's ongoing commitment to the Pike membership experience has been incredible. The active members recognize the tremendous investment of time and money that the Beta Phi alumni have contributed toward improving the Chapter. Your steadfast dedication and leadership have established an environment that demands excellence.

As Chapter president, I have had the opportunity to observe the Chapter's membership culture evolve over the past three years. Beta Phi has historically been a strong Pike chapter and the members recognize this. What I have observed over the past 10 months is the development of a Chapter that aspires to again compete at the international level. We are currently experiencing an abundance of membership motivation,



participation, and competitiveness. If Beta Phi continues to improve at this rate, Chapter awards and recognition are on the horizon. The Chapter is ready for another Smythe Award.

This semester, we asked the members to create their own list of goals for the Chapter. The members identified the following:

1. Finish first in campus recruitment
2. Finish in the top three in athletics
3. Achieve a CVA score of 3.5 or better
4. Finish the fall semester above the all-fraternity G.P.A. of 2.7
5. Successfully execute Beta Phi's first annual Pike Fireman's Challenge
6. Achieve an 80% retention rate in pledge education
7. Achieve 100% participation in campus involvement for in-house members

(Continued on page 6)

SAVE THE DATE

Tenth Annual Pike Golf Outing
Saturday, June 22, 2013
More information to follow on
www.pikapurdue.org.

Alumni Update

Chapter Eternal

Donald G. Post '68 entered Chapter Eternal April 10, 2012. Don was president of his class and loved all things Purdue and his fraternity.

Alumni News

Charles G. Haskins '51 lives in Fort Myers, Fla., and is an engineering manager at Tool Products Co. E-mail: charlon318@comcast.net

Roy E. Hofer '57 is a partner at Brinks Hofer Gilson & Lione in Chicago. He and his wife, Cynthia, live in Burr Ridge, Ill. They have three grown children: Kimberly, Tracy, and Eric. E-mail: rhofer@brinkshofer.com

Joseph H. Haseman '61 spends most of his time taking care of his yard and flower gardens. He also enjoys volunteering at church, Rivervale Church Camp, and St. Mary's Hospital in Evansville, Ind. Joseph lives in Loogootee, Ind., with his wife, Sandra. E-mail: shaseman@live.com

Jeffrey L. Copeland '69 retired in August 2010 after 27 years with Elford Inc. but still consults on a dozen or more cases a year as a forensic engineer. He and his wife, Lorie, split their time between Columbus, Ohio, and Marco Island, Fla. Lorie and a friend wrote a book to help people identify and organize important documents. E-mail: fastcar09@gmail.com

John L. Hammond Jr. '71 is a pharmacist for CVS Pharmacy. He lives in Elyria, Ohio, with his wife, Paula. They have four grown children: Rachel, Brent, Greg, and Eric. E-mail: sixhamms@aol.com

Kevin B. Wright '76 retired on June 8, 2012, after 32 years at Glenbrook North High School in Illinois. He plans to play softball, golf, and bowl until his wife, Louise, retires and then they will do some traveling. They reside in Palatine, Ill. E-mail: wright1972@aol.com

Robert F. Rossiter Jr. '78 is managing partner of Fraser Stryker P.C. in Omaha, Neb. In 2012, he was named Omaha Best Lawyers in Employment Law-Management Lawyer of the Year. He is also a part of the American College of Trial Lawyers. He and his wife, MaryBeth, live in Omaha and have four grown children: Rob, Katie, Erin, and Maggie. E-mail: mbrossiter4@yahoo.com

Jeffrey L. Finch '81 lives in Fletcher, N.C. with his wife, Karen. He is an account productivity engineer for Sandvik Coromont. E-mail: jeff.finch@gmail.com

Stephen M. Gillig '89 and his wife, Katy, have three children: Caleb, Gabe, and Jacob. Stephan is a district manager for Lincoln Electric Co. in Indianapolis, Ind. E-mail: gllig1@aol.com

Tim Nelson '05 and his wife, Katy, live in Cedar Park, Texas. He is an electrical engineer for E.ON Climate and Renewables. E-mail: timothy.h.nelson@gmail.com

CANDLELIGHT



Beta Phi Foundation, Inc.

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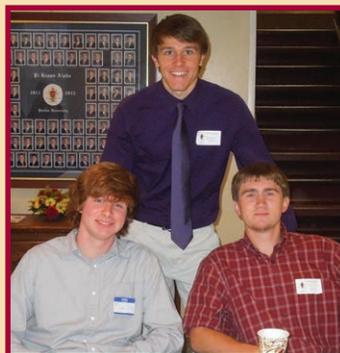
CHAPTER FOCUSES ON KEY OBJECTIVES FOR PIKE

(Continued from page 5)

So far, our progress toward these goals is very positive. Recruitment finished strong with a pledge class of 25 men. The class is already making an impact on Purdue's campus. Each new member has been active in fraternity athletics, has competed in Greek philanthropy events, and participated in Purdue-sponsored community service. I am very encouraged by the quality of individuals that we have recruited the past 18 months. The Chapter has come to consist of the very best students, leaders, athletes, and gentlemen. We will initiate them at the end of November.

The Chapter is currently ranked first in fraternity athletics! This semester, Pike has dominated on the grid iron, the volleyball court, and in the pool. After a strong tournament performance we stretched our lead over Sigma Chi to 83 points. We are hoping to extend that lead even further! The basketball hoop in the parking lot is getting a lot of use as the members prepare for basketball season in the spring.

Our first annual Pike Fireman's Challenge philanthropy was Sunday, September 9. The event was immensely successful and we received substantial participation from both the Purdue Fire Department and the Greek community. With more than 200 people in attendance, the event



raised over \$1,000 for the National Fallen Firefighters Foundation. Our objective to create an annual event that the campus looks forward to was a success.

I have received very positive feedback regarding the Chapter's inaugural Academic Support Program. We have employed a Purdue graduate student to hold weekly physics help sessions in the south library. The candidate we selected is enrolled in a seven-year Ph.D. program and came highly recommended. He has an extensive background in engineering and a competency in circuits, structures, and hydraulics. These weekly review sessions have become increasingly popular over the semester. We anticipate a considerable increase in the Chapter's overall GPA by the end of the fall semester.

Great things are in store for Pi Kappa Alpha this year. Thank you, again, for your continued support of the Beta Phi Chapter.

It's a great day to be a Pike!

In the bonds of $\phi\phi\kappa\alpha$,
Brad Pierson '13
Chapter President
bpierson@purdue.edu