



PREPARING FOR OUR FUTURE

Beta Alpha Chapter of Pi Kappa Phi Fraternity | New Jersey Institute of Technology

Beta Alpha Chapter of Pi Kappa Phi Inc. Board Of Overseers (B.O.O.)

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Stephen P. DePalma, βα 322
James A. Krucher, βα 341
John F. Lee, Jr., βα 385
John Pugliesi, βα 402
Pat Guerra, βα 629
Lev Minsky, βα 653

Brothers,

Pi Kappa Phi - Beta Alpha needs your input, ideas, expertise and help at this very critical time in its history. This brochure will explain the opportunity that Beta Alpha, as well as the entire NJIT Greek Community is currently considering. Please take a few minutes to review the proposal/opportunity and let us know what you think. Beta Alpha needs your personal input and the collective response of the entire Brotherhood.

All of us who are blessed to be a part of Beta Alpha of Pi Kappa Phi share a special and unique connection. We all spent a meaningful and significant portion of our lives immersed in the NJIT - NCE experience until we finally "got out". Many of us spent a lot of time with our Beta Alpha Brothers in study, social, athletic and day-to-day undergraduate life. And who can ever forget those spirited Chapter meetings? For over sixty continuous years, since Beta Alpha's chartering in 1948, the Brotherhood of Beta Alpha - Pi Kappa Phi has been a source for lifelong friendships and memories that have helped shape who we are today.

The current chapter house at 249 MLK (High Street), located several blocks from campus, was built approximately 120 years ago, circa 1890, as a row house (which now stands alone as one of a few remaining structures on the entire city block). Since 1964, it has been the home of Beta Alpha. For decades the continuation of our "House" has been threatened by its age, deterioration of its infrastructure, various community improvement and redevelopment proposals to raze the building, and the day-to-day stresses of enduring its urban environment. The "House" is old, tired, and no longer meets the needs of a twenty-first century fraternity-student lifestyle.

Since the mid 1970's undergrads and alumni have explored various options and alternatives for improved housing closer to campus. However, none of these alternatives ever seemed to make sense...until now.

An exciting opportunity is moving forward at NJIT! NJIT, as part of a larger neighborhood redevelopment plan, is proposing an on-campus Greek Village on the largest as-yet unbuilt parcel owned by NJIT (lands bounded by Warren Street/Raymond Boulevard). Adding density to this corner of the campus will create a more vibrant 24/7 campus community, meet the student life needs of all Fraternities and Sororities, and enhance the collective student life at NJIT. This

is an outstanding opportunity for our Beta Alpha home to be located at the epicenter of NJIT student life!

A number of our alumni have begun the process of making this opportunity a reality and are engaged with NJIT. Beta Alpha has retained

The Laurus Group, a consulting firm, to conduct a feasibility study to ascertain alumni interest in the on-campus Greek Village opportunity. Please read through this brochure to learn more about the current state of the Chapter, the Redevelopment and Greek Village plans and the ways in which you can become involved. **We ask that every Beta Alpha Alumnus please take a few moments to complete the enclosed Feasibility Survey and return it in the self addressed envelope no later than May 14, 2010.**

On behalf of our entire Beta Alpha Brotherhood, we thank you in advance for your input and your thoughts in completing the survey. The Laurus Group will share the summary Feasibility Study findings (confidentiality will be respected) with the Board and Campaign Committee when complete in Summer 2010. When complete, the BOO and BACC will share the results with the Brotherhood. It is vital that we hear from you. Make your voice heard in order to help Beta Alpha chart its way forward. Thank you for your participation!

This is indeed an exciting time to continue our traditions and to consider constructing... *The House that Beta Alpha Built.*

Sincerely,

Stephen DePalma, βα 322

James Krucher, βα 341
Beta Alpha Campaign Committee



WHY CONDUCT A FEASIBILITY STUDY?

Many alumni may wonder: “Why do we need to conduct a capital campaign feasibility study?” The answer is simple: this will be a one and a half to two million dollar project, but just because we want to build a new chapter house to be part of the proposed NJIT Greek Village doesn’t necessarily mean that we can conduct a successful fundraising campaign. The feasibility study will allow us to accomplish a number of tasks that are designed to gauge the potential success of the campaign including, but not limited to:

- Determining the overall interest level of our members and assessing the overall fraternity experience of alumni from a broad spectrum of generations.
- Identifying alumni with the capacity to make lead and mid-tier gifts, obtaining their reactions to the project, and determining if they have interest in supporting it.
- Educating our alumni on the need for the project, the management structure we will put in place, and the people we have involved to ensure success.
- Identifying alumni interested and willing to help as volunteers in the campaign and on one of the ongoing committees.
- Most importantly, from all of this feedback, establishing an achievable campaign goal.



HOW CAN I GET INVOLVED?

Beta Alpha Chapter has a long history at NJIT. The chapter has been in continuous operation for over 60 years since it was chartered in 1948. The Board of Overseers (B.O.O.) have been good stewards of the chapter, its finances and the chapter house itself. The Beta Alpha spirit has continued to prosper for decades through the volunteerism of the B.O.O. and its committee members. To meet our 21st century goals we need a broad spectrum from different generations of brothers represented on the Board and its Committees. We need more of you to participate in order to fulfill our vision for the future.

Building and Construction Committee

Oversight of our building efforts will be crucial as we complete the project and ensure structural longevity. Brothers who have expertise in contract negotiations, project management, construction, property management, and real estate are welcome to get involved. This Committee is needed for the purposes of negotiating, designing, and contracting with all vendors providing the design, construction, acquisition, furnishing and equipping of the chapter house. Time commitment: 8-10 hours per month.

Campaign Volunteer

Join the other Beta Alpha alumni volunteers in representing your pledge class. These alumni will be charged with selecting about 10 fellow alumni to keep in touch with, and share upcoming events and activities on a regular basis. During the campaign, volunteers will inform their team of the latest fundraising and building progress and work to ask brothers to consider supporting the campaign. Time commitment: 1-3 hours per month.

Undergraduate Mentors

From scholarship to recruiting, from financial management to time management, our undergraduates would benefit from alumni mentors. “If I only knew then what I know now”, well here is your chance to pass down that knowledge. No matter what your expertise is, if you would like to mentor the undergraduates they would greatly appreciate it. Interaction between our alumni and undergraduates builds a strong chapter from its foundation. As new classes move into our chapter house mentors are needed. Time commitment: 4-6 hours per month.

OPPORTUNITY KNOCKS

Fraternity "Greek" Life at NJIT - NCE has historically played a significant role in student life. Before there was a campus center and dormitories, the Greeks held most of the key student life leadership positions. For many years the Greeks at NJIT - NCE were the driving force behind campus organizations, student clubs, service and community outreach projects. Greeks were then, and continue to be, among NJIT - NCE's most enthusiastic Alumni. Certainly Pi Kappa Phi - Beta Alpha has continuously been a big part of this leadership legacy.

For years, alumni from our chapter have been discussing the need for a new Beta Alpha Chapter House. It's no secret, the chapter needs a new home. All the major systems need to be replaced. There isn't a square or plum wall or floor in the structure. We have explored many options including purchasing a better facility in the area, finding another property to build on, renovating the existing house, and building a new house at our current location.

Over the past several years The Beta Alpha Board of Overseers (BOO) has been reluctant to make improvements unless they were for life safety (i.e. sprinkler system) or absolutely essential. We wanted to preserve capital given the uncertainty of Greek community housing at NJIT. The land and Chapter house structure are owned free and clear with no debt. Over the years, The BOO has been an excellent steward of financial resources and has approximately \$100,000 in a capital set-aside building fund that is not needed to pay current operational expenses.

The proposed Greek Village is part of a larger project entitled The Gateway Project. The City of Newark designated NJIT as the "Redeveloper". They are utilizing the services of Jones, Lang, LaSalle as their redevelopment consultant to oversee the project. NJIT has committed that the Greek Village will be the first phase and will proceed independent of the larger community redevelopment project. Currently, the Greek Task Force is developing the preliminary plans. NJIT will provide the land which is already designated and owned by NJIT. Each Greek organization will enter into a long-term land lease. It is then anticipated that each Greek organization will be responsible for

financing the construction and furnishing of their Chapter House in the Greek Village. The current timeline envisions a ground breaking in 2012.

“Based on all that we know at this time, this is the opportunity we have been searching for!”

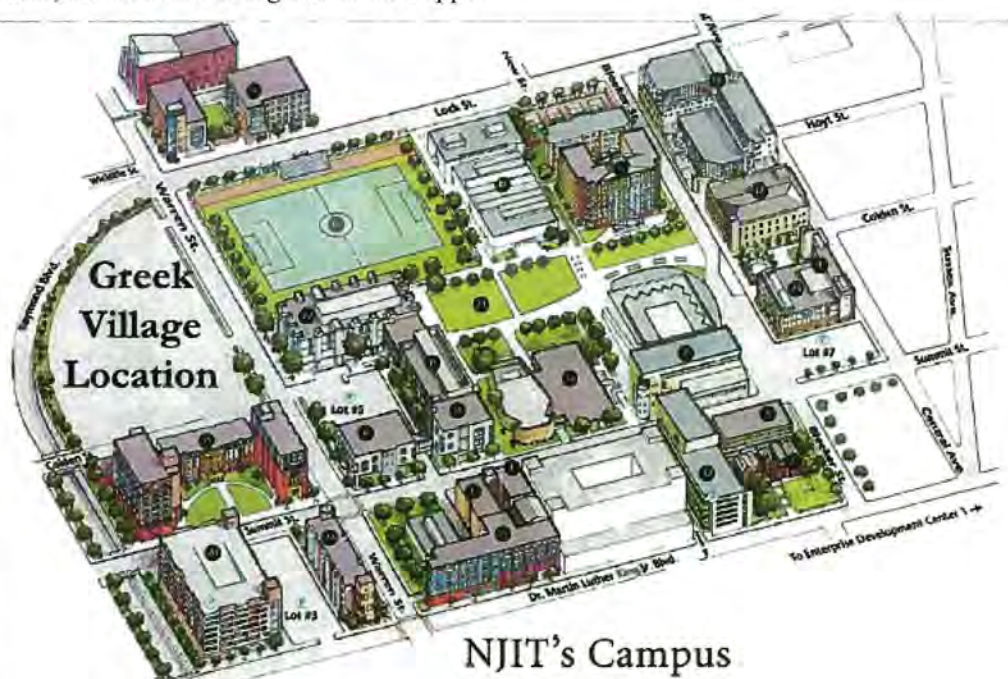
Based on all that we know at this time, this is the opportunity we have been searching for! NJIT plans call for the Greek Village to occupy the 2.25 acre block fronting on Warren Street and Raymond Boulevard across from the NJIT Athletic field. If we can take advantage of this opportunity, Beta Alpha can build and own a brand new state of the art Fraternity House. BA would be on campus in an area protected from any Newark redevelopment plans, in a premier Greek Village setting. We would be able to offer our undergraduate members a much better Greek and student life experience. This facility will be a step up from available campus dormitory housing and a vast improvement over our current chapter house.

While detailed building plans are still being developed, the current conceptual plans call for a three- or four-story structure where the first floor would include a chapter room, kitchen and living room. The upper

floors would be dedicated to bedrooms, bathrooms and study space with a minimum bed count of 24 students. An RFP for the Greek Village Project will go out to potential developers in the spring of 2010. Although we do not have final pro formas, the preliminary cost estimate for our project is in the range of 1.5-2 million dollars. Once the RFP process is complete, we will have a more accurate understanding of the financial scope of the project.

As active participants in the development process, we have been a part of the Greek Village Task Force from the beginning. Six Fraternities, including Beta Alpha, have signed letters of intent to build their houses in the Greek Village. Upon completion, Greek life will be greatly revitalized at NJIT. The Greek Village will become the hub for Greek life on campus. Based on similar projects on campuses across the country, any Fraternity that relocates to the Greek Village will have tremendous long term advantages.

Our goal is to be the first Fraternity to secure a prime location within the NJIT Greek Village. By starting our Feasibility Study now, we can better achieve that goal. We need your ideas and support as we position Beta Alpha of Pi Kappa Phi as a leading fraternity at NJIT. Please complete the survey and return it to us today. Thank you!



BETA ALPHA TODAY

The Beta Alpha chapter was founded at the Newark College of Engineering (now NJIT) on May 29, 1948. Since then, 61 years of on-campus leadership and activities have benefitted more than 800 initiates. After graduation these Pi Kapp men have gone on to have long and successful professional careers in many diverse fields. Many of us attribute our professional and personal success to the Beta Alpha experience and the learning opportunity that the fraternity provided. Alumni from all eras gather for chapter and national events to recount their experiences as well as to have fun and enjoy each other's company. We hold annual events such as Founder's Day and an undergraduate/alumni retreat that gives Beta Alpha Alumni the opportunity to provide advice and guidance to the undergraduate brothers. The undergraduate chapter is held in high regard on campus. Although the chapter numbers are on the historically low side (a Greek System-wide issue) they maintain above average membership numbers when compared to the other fraternities on campus. The chapter is competitive during Greek Week each year, always placing in the top three positions, and has a great leadership relationship with NJIT's Greek Life advisor. Beta Alpha has been active with our national fraternity's philanthropy Push America by sponsoring fundraising and awareness activities on campus. Most recently they held a pushup-athon in the campus center where they did pushups while NJIT students donated to the cause.



Brothers of Pi Kapp - 1963.



Beta Alpha Alumni - Fourth of July 2009.

BETA ALPHA HISTORY

May 1948	Jun 1952	Nov 1955	Jul 1958	Mar 1961	Nov 1964	Oct 1970	Nov 1979	Jan 1985	Nov 1991	Feb 1996	Aug 2004	Jun 2006	Jan 2010	2012
Chartered, Beta Alpha Chapter at Newark College of Engineering from local fraternity Phi Sigma Omega.	Chartered, North Jersey Alumni Chapter (NJAC).	Incorporated, Beta Alpha Chapter of Pi Kappa Phi, Inc. (a not-for-profit NJ corp.).	Lease apartment at 119 Summit Street.	Move out of 119 Summit to the 'Vets'. Lease 123 Central Avenue.	Purchase current Chapter House, 249 High Street (circa 1880s-90s) (street now known as Dr. M. L. King, Jr. Boulevard).	Mortgage on 249 High Street paid off.	Collateral loan from Alpha Upsilon Chapter paid off.	Fire guts building next door, 247 King Blvd., causing extensive damage to alleyway windows, skylight, and front door of chapter house.	Purchased adjoining lots, 247 & 247½ Dr. M. L. King, Jr. Blvd.	Windstorm rips rear third of chapter house roof off (roofing, decking, joists all land in the street).	Sprinkler system installation at Chapter house complete.	Gateway Project & Greek Village announced by NJIT.	Chapter House over 120 years old (has served as Fraternity house for over 45 years).	Greek Village breaks ground.