

The Delta Penn

Pennsylvania Delta Chapter of
Sigma Phi Epsilon
University of Pennsylvania
Established 1904
Fall 2008



First Undergraduate Editor — Stuart R. Trottmann Jr. '39

www.PennSigEp.com

FROM THE ARCHIVES

Cleaning Out Your Attic?

We are still looking for your old pictures to help everyone relive their time spent at Penn and “Dear Old SigEp.” Please help us by sending any old photos you have collected either from your time at Penn or past events. The photo albums are the most popular section of our site and we need you to populate them. You can send them along with your gift in the enclosed envelope, or you can email them to content@affinityconnection.com (mention SigEp at Penn in your email).

Your submissions may be chosen to appear in an upcoming edition of our monthly e-Letter!

Thank you to **Jerry Kiefer '53** by way of **Clarke Glennon '55** for submitting a batch of photos for our web site, www.pennsigep.com, including this one.



ALUMNI REPORT

It is Clear to All that our Unique SigEp Tradition Continues and is Strong at 4028 Walnut Street

Economy Causes Penn Delta to Regroup Campaign Efforts

Dear Alumni, Family and Friends of Penn Delta,

On November 1st, our “Thanks for the Memories” Homecoming, where we honored the members of the early '50s, with a special tribute to **Dave Ffrench '51**, **Jim Hughes '52**, and **Don Sontag '53**, was a wonderful success. **Vince Rettew '55** flew in from California, **Jerry Kiefer '53** from Milwaukee, **Dave Rowlands '52** from Florida, and **Aram Jerrehian '55** and **Clarke Glennon '55** drove in from Wynnewood.

This kind of participation, after more than a half century since their SigEp undergraduate experience, was further underscored by the visit of **Warren Monsees '43**. Warren graduated 65 years ago!

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The George Quinn Outstanding Senior Award was presented to chapter president **Stel Plakas '10** and our inaugural Don Bux Outstanding Junior Award to **Kyle Srivastava**.

It is clear to all that our unique SigEp tradition continues and is strong at 4028 Walnut Street.

With this in mind, attention turns to our Capital Campaign, our desire to secure \$2,000,000 to bring our chapter house up to Penn standards and, with some insightful planning, even to surpass those standards.

Clearly, recognizing the state of the economy, we need to take another look at our

Campaign for Excellence and “regroup.”

So...

1. We reaffirm our goal of \$2,000,000 to bring our chapter house in much closer alignment with the needs of Penn's present-day, technology-driven, international student body and the opportunity which a SigEp-enhanced Penn education offers future undergraduate brothers.
2. We need to readjust our strategy and timing so they more accurately reflect current realities.

To that end, in September, we authorized Philadelphia-based architect Becker and Winston to review engineering and overall architectural plans, and break them down into three distinct construction phases which can be implemented in seriatim as our funding matures.

What does this timing reconfiguration mean for our Campaign?

1. For those of you who have made pledges, if you are in a position to accelerate your pledge, please do so.
2. For those of you who have not yet committed, we have a suggestion based on a decision which **Henry Pope '43** (our brother who made sure all of “the boys” were in touch with each other during World War II) made three years ago.

Henry (Hank) did not want to make a specific pledge to the Campaign. Instead, he said that he would make a gift every December for as long as he could, given his position in life (and, ahem, the economy).

The opportunity his decision holds for the rest of us is that we are going to keep asking you for Capital Campaign financial support

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ALUMNI REPORT

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until you enable us to fund each of the anticipated three construction phases. (Once again, the Greatest Generation leads the way, so you Boomers pay attention.)

Thanks to the Pope example, we are going to evolve into what may be called continuous fundraising.

Ergo, for those of you in a position to do so, please send money **now**, during this tax year.

The appropriate form with return envelope by which you may make a contribution to the Trustees, University of Pennsylvania, earmarked for Sigma Phi Epsilon Fund # 600626 is enclosed. Your contribution is tax deductible.

A SPEcial reminder to those of you in classes which end in 4 and 9: if you make a

fifth year gift to the University and earmark it for us, you do receive credit toward your class's fifth year bottom line.

For those of you in a position to do so, consistent with the yearly giving level which reflects your pledge, please continue giving that amount (or a higher one), more or less forever.

For those of you willing to do so, please (please...) include the Pennsylvania Delta Foundation in your estate planning.

And, of course, you may visit www.pennsigep.com and learn more about giving opportunities.

Like the American pioneers, like our Greatest Generation, like the Phillies, Penn Delta will get there—and your active

participation and support will get us there more quickly.

Excelsior!

In the SigEp heart,

Brett Danko '90

President, Pennsylvania Delta Foundation
609-203-3477; brett@brettdanko.com

Conrad Eberstein '65

Campaign Co-Chair
212-534-0149; cje1901@aol.com

Jon Pomeroy '05

Chapter Counselor

Stel Plakas '09

Undergraduate President

UNDERGRADUATE NEWS

Highlights from the Active Chapter

Congratulations to our undergraduate members for being recognized in multiple areas throughout the Greek community!

The Delta Penn Chapter ranked 6th among Greek chapters for total community service hours rendered. The active members

contributed 1,061 service hours during the academic year 2007-08, which is an average of 20.4 hours per member. Overall, Penn Greeks rendered 22,893 hours of community service and raised \$137,881.50 for philanthropies last school year. SigEp also received an Interfraternity Council award for Outstanding

Community Participation.

Additionally, the chapter achieved a 3.2298 grade point average for the 2007-08 academic year.

Congratulations to our undergraduate brothers for their accomplishments!

2008-09 ANNUAL DUES HONOR ROLL

Add your name to the list by making your dues payment today!

Stuart R. Trottmann Jr.	1939	Earl Cranston Conway	1954	Paul W. Sottnek Jr.	1966	Michael D. Collins	1985
Winfield G. Knopf	1941	Donald T. Floyd	1954	Edward F. Plow	1967	Mark Rex Edelson	1986
John J. Huston	1943	George B. Ramsey	1954	Dallas L. Smith	1967	Matthew T. Ciesla	1990
Richard C. Kmetz	1943	P. Clarke Glennon	1955	H. Lee Roussel	1969	Brett Danko	1990
Henry A. Pope Jr.	1943	Robert M. Johnson	1955	Kenneth P. Frankel	1972	John J. Orris	1990
Frank H. Batchelor	1944	Vincent E. Rettew Jr.	1955	David M. Kohen	1972	Jason R. Wood	1993
Norman A. Peil Jr.	1946	Carroll P. Andres	1957	Jeffrey R. Lehman	1972	Michael John Haraschak IV	1995
Robert J. Melvin	1949	Fred D. Smith	1957	Steven M. Widerman	1974	Richard B. Thompson	1995
Robert T. Mullen Sr.	1950	Carl O. Foley	1958	Mark N. Spencer	1978	Stephen J. Gresdo	1996
William M. Wheaton	1950	Charles E. Wheeler	1963	Jeffrey B. Whiting	1981	Daniel J. Olson	1999
Thomas A. Kenny	1951	Conrad J. Eberstein	1965	Marc A. Fox	1982	Jason Feldman	2002
Matthew D. Mackie Jr.	1953	James A. Spendiff	1965	Douglas S. Roberts	1983	JJ Anthony	2009
Donald F. Sontag	1953	David N. Woodyatt	1965	Derek P. Warden	1983	<i>Reflects dues paid as of</i>	
Joseph R. Burns	1954	Calvin D. Bamford Jr.	1966	Timothy E. Games	1984	<i>11/12/2008.</i>	

EMAIL DATABASE

Are You Receiving our Monthly e-Letter? If Not, It's Because We Don't Have Your Email Address!

There are currently more than 600 alumni brothers for whom we don't have active email addresses! Imagine how much money we could reserve for other alumni relations efforts by increasing our email database and reducing the costs of paper, printing and postage.

We need your help to improve our email database. If you

Martin Gilman '70
Christopher Goetz '70
Gerald W. Gordon '70
David S. Lapointe '70
Gerald P. Martin '70
Michael Saylor '70
Keith E. Smith '70
Robert Tansik '70
William Tripp '70
Stanley J. Benulis '71
Robert B. Dean '71
David E. Egg '71
Raymond P. Flowers III '71
Stephen M. Heinz '71
John M. Hunt '71
Shelby Josephs '71
David F. Michelman '71
John L. OShaughnessy '71
Gary M. Owens '71
Donald Stapp '71
Harvey S. Bishow '72
David Breed '72
Michael Chin '72
Rees A. Griffiths Esq. '72
Thomas M. Kosobayashi '72
Robert Lindenberg '72
David A. McCarney '72
Robert P. Oristaglio Jr. '72
David Richardson '72
Robert C. Rosenberg '72

Joseph L. Tillson Jr. '72
Lawrence Zoller '72
Stanley H. Birnbaum '73
John Frank '73
Patrick A. Klewicki '73
Joseph P. Maher Esq. '73
Doyle H. Moore '73
David M. Stockwell '73
James C. Welsh '73
Mark S. Zeidman '73
David A. Jefferson '74
Barry Josephs '74
Thomas C. Schaffer '74
Jeffrey N. Sunshine '74
George Cannelos '75
John W. Federspiel '75
Jeffrey D. Goldstein '75
Lawrence T. Sokolsky '75
Alan R. Weinstock '75
Curtis A. Buerger '76
James H. Davis Esq. '76
Gary H. Davison '76
Gary S. Friedman Esq. '76
Leonard R. Heinz Esq. '76
Charles Knox '76
Charles W. Martin Jr. '76
Robert C. Scheller '76
Donald J. Sievers '76
Jack L. Calkins '77
Ted Crandall '77

know the email addresses of any of the brothers listed below (or if you see your own name!), please send an email to our alumni relations office at content@affinityconnection.com (mention SigEp at Penn in the subject). The names below reflect a partial list of our missing emails. Go to www.pennsigep.com for the full list.

Daniel J. Del Rowe '77
Richard A. Gervasio '77
Neil A. Goodkind '77
Steven Herman '77
Ronald Martignoni '77
William G. Scheller '77
Gerard J. Jablonowski '78
Choong M. Lee '78
Kenneth McNeil '78
John M. Millet '78
G. Bradley Scheller '78
Mark Spencer '78
Nabil Barhumi '79
Lawrence J. Bove '79
Joseph D. Coletta '79
Domenic A. Dipasquale '79
Eugene A. Elia '79
Aaron E. Finkelstein '79
John J. Garagozzo '79
Kenneth E. Knipmeyer '79
Peter D. Liebeskind '79
Frank D. Memmo Jr. '79
Ernest Micciche '79
Peter J. Stamatis '79
Elie Aslan '80
Steven Blumenthal '80
Gary R. Christensen '80
Nelson Davis '80
Robert Elfont '80
Ronald J. Emond '80

Robert D. Greene '80
Robert Heller '80
James B. McDaniel '80
William L. Shores '80
Duane K. Thompson '80
Peter S. Wohlgemuth '80
David Zion '80
Howard W. Albert '81
Mark L. Bailen '81
Nicholas S. Canelos '81
Paul Friedberg '81
Mark B. Louis '81
David Sickle '81
Hideo J. Yamashita '81
Robert G. Acosta '82
Raymond C. Allieri '82
Robert W. Bailey '82
Mark Davidson '82
Howard Gitten '82
James Kane '82
Michael Masone '82
William Melvin Jr. '82
John R. Rauh '82
Thomas P. Riordan Esq. '82
Robert Y. Wang '82
W. Anthony Buckley '83
Michael Colleran '83
Joseph B. Dobronyi '83
Peter R. Elbling '83
Malcolm M. Greene '83

OLD PHOTO ALBUM

Cleaning Out Your Attic?

Bruce Yuen, Lexi Welker and Eric Pease during Spring Fling 1983. Thanks to **Eric Pease** for submitting this picture!

We want to see the best shots from YOUR era. Send your best pictures along with your gift in the enclosed envelope, or submit them online at www.pennsigep.com.



MARK YOUR CALENDAR

Raymond C. McCron Dinner
The Penn Club in NYC
Thursday, March 26,
2009

Invitations will be mailed in February.

FROM THE ARCHIVES: INFLUENTIAL PEOPLE

The following is an excerpt on a Pennsylvania Delta alumnus **Robert Dunlop '31** (deceased).

He Made Sun Oil Rise Robert G. Dunlop, W'31, hon'72

Robert Dunlop called himself a “bean counter.” Despite his sober self-assessment, Dunlop led Sun Oil Co. in innovative marketing strategies and aggressive acquisitions. His leadership converted a regional company into a fully integrated corporation by greatly expanding its marketing territory, manufacturing and production.

The valedictorian of his Wharton class, Dunlop joined the Philadelphia oil company as an accountant. At the age of 37, Dunlop was handpicked to become the first president of Sun outside the Pew family, whose

patriarch Joseph Newton Pew founded the company in 1886. Endowed with remarkable recall—always remembering the names of employees after an initial meeting—Dunlop was serene and pensive, as well as sometimes self-effacing, often referring to his accounting roots but obviously proud of his superb technical prowess.

Under Dunlop, Sun Oil in 1958 introduced an innovation that is now familiar: the Custom Blending Pump, a novel system for dispensing a choice of five octane grades of gasoline from a single pump. It revolutionized the method of marketing gasoline, allowing companies to market higher-priced blends. A model of the pump is on display at the Smithsonian Institution.

Sun expanded into Canada, and later into

Venezuela beginning in 1957. The Venezuelan Sun Oil Company produced more than one billion barrels of oil from Lake Maracaibo before ceasing operations in 1975 when the Venezuelan government nationalized Sun's holdings. When Sun Oil merged with Sunray DX Oil of Tulsa, OK in 1968, the company's assets increased by a staggering 50 percent.

Dunlop's ability to adapt to changing energy market conditions increased Sun's business volume fivefold by the time he retired as chairman and CEO in 1974. Dunlop died in 1995.



Penn SigEp is Now Mobile!

Sign up for chapter news and events text alerts!

Last year, we printed an alumni news article about the company founded by **Matt Silk '97** called Waterfall Mobile and the launch of their flagship product Msgme. Msgme is a mobile messaging platform that gives content owners the ability to add mobile interactivity to their current marketing - online, print, broadcast, or in-venue.

Matt has offered to provide this service to support our alumni web site (www.pennsigep.com) at no charge, so that we can deliver timely information about alumni news and events to those interested. You can

text in to receive the latest news and events and also subscribe to get alerts directly to your phone.

What do you need to do?

* Text “deltapenn” to Msgme (67463)

* Reply Y when you get mobile opt-in message and can reply to sign up (Or, visit www.msgme.com/deltapenn and subscribe)

NOTE: The service requires signing up to receive mobile alerts. You can unsubscribe at any time. If you do not choose to sign-up you will not receive any mobile alerts.

ALUMNI UPDATES

John M. Bixler '49

(5304 Moorland Ln., Bethesda, MD 20814-1334; jbixler@rossmarshfoster.com) I've been a lawyer specializing in federal taxation, and more recently transfer tax planning, since 1954. I enjoy it. I have three children and seven grandchildren. Married to same the very tolerant spouse for 56 years.

Vincent Rettew Jr. '55

(290 Dover Dr., Walnut Creek, CA 94598-3322; ashrettew@astound.net) Semi-retired, I joined a group called Sirs in 2005. I stay active by playing golf, and I am also doing administrative work with Sirs. I stay in touch with **Bob Johnson '55**, **Clarke Glennon '55**, **Aram Jerrehian '55** and **Joe Zahn '55**.

Robert Johnson '55

(1555 Ulster Cir., West Chester, PA 19380-6840; rjohnson1555@comcast.net) After

spending most of my sales career in the food/supermarket business I retired in 1994 to enjoy my two children and the six grandchildren they provided. The oldest boy just graduated from high school and although he's not going to Penn, I look forward to sharing his college experience.

David E. Callahan '60

(4904 Woodside Rd., Baltimore, MD 21229-2443; DAVEat4904@aol.com) I'm now semi-retired from an engineering career at Westinghouse/Northrop Grumman. Travel, digital photography, grandkids near and far, and some attempt at fitness are my pursuits now.

Ricardo Martinez '90

(3329 Burning Log Dr., Grapevine, TX 76051-6529; ricardo.martinez@lmco.com) I worked for three years as an engineer after graduation before going back to get a MBA. Since finishing grad school I've been employed in the aerospace and defense

industry, and most of these past 11 years have been spent supporting international business development and marketing efforts. I've traveled to many interesting places during this time. My family and I enjoy living in North Texas, but things have not always been easy owing to several medical issues that our kids (ages 7 and 5) have had to deal with. However, we always try to maintain a positive outlook on life and are thankful for the support provided by family and friends.

Duff McDonald '92

(8 Howe Pl., Bronxville, NY 10708-2123; duffmcd@mac.com) We have a new baby girl: Marguerite Scott McDonald. She was born 11/13/08, at 11 p.m. and weighed 6 lbs. 7 oz. She's a little sweetheart.

Submit YOUR update for the next Delta Penn by using the enclosed form or online at www.pennsigep.com.