



# The Delta Penn

Pennsylvania Delta Chapter of Sigma Phi Epsilon University of Pennsylvania  
Established 1904 | First Undergraduate Editor — Stuart R. Trottmann Jr. '39

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## Upcoming Events

### BMS Dinner

December 3

Bodek Lounge in Houston Hall

Contact Mike Fernando, our VP Recruitment, at [mfernando13@gmail.com](mailto:mfernando13@gmail.com) if you would like to attend.

## In Memory

We have recently learned of the deaths of the following brothers:

- Jerome Dougherty Jr. '48**
- Robert Anderson '50**
- John Bickelhaupt '51**
- Joshua Jessen '96**

Penn Delta mourns their passing, and extends condolences to their families and friends.

## On the Web

### Do We Have Your Email Address?

If you haven't been receiving our monthly eLetter and other electronic communications, please update your email address today!

You can do so by logging on to [www.pennsigep.com](http://www.pennsigep.com) and clicking on "Edit Info", or by sending your updated contact info to [feedback@affinityconnection.com](mailto:feedback@affinityconnection.com).

## Chapter Report

### Chapter House at Full Capacity, Improvements Continue

By Brett Merves '05, Alumni Chapter House Manager

This is the first year the house is at capacity living under the recent renovations. All 26 brothers are enjoying the pleasures of living in a much more appealing house with modern amenities. This should bode well for upcoming recruitment of new

members.

Updates are continuously made to enhance the historical Chapter House even further. Some upcoming plans are in the works with continued alumni support.

These may include updates to the first floor bathrooms, kitchen upgrades, basement bar improvements and others. The vastly improved Chapter house will help bolster the undergraduate members for years to come.



Active brothers enjoy a game of pool at this year's Homecoming celebration.

## SigEp Events

### Nearly 50 Brothers Gather for NYC Dinner

Nearly 50 brothers gathered at The Penn Club in NYC for the annual SigEp NYC Dinner. Approximately 30 undergraduates traveled from Philadelphia to share in the festivities. After the dinner, the group retired to the Grille Room of the Penn Club. As always, a good time was had by all.



Stay tuned to [www.pennsigep.com](http://www.pennsigep.com) for an announcement and details of next year's event.

### A Renewed Spirit at the House

#### An Alumni Board Officer Shares His Experience and Proof that the Big Red Door is Always Open

By Dan Olson '99

On November 5th, I, like many others, attended Homecoming in hopes to reconnect with Sigma Phi Epsilon. As former Chapter Counselor and now an Alumni Board Officer, I always look forward to our reunions as a way to reflect on my past and catch up on the present activities of my fellow brothers. I knew this year would be different with Jack's passing and wasn't sure what to expect. I haven't been to the chapter house as often as I typically have been in the past. In fact, other than Jack's funeral service and Alumni Weekend, I've been somewhat MIA and disengaged.

I was certainly looking forward to my visit back to the chapter. Upon my arrival I walked up to the familiar red door significant of our Fraternity's iconic "Always Open" philosophy, and as I walked up the steps with my two-year-old daughter in my arms, the door was opened for me by an unfamiliar face. At the time I did not realize that University rules had changed, so I wondered if the chapter had found a replacement for our former friend and brother Jack Shores (not that anyone will ever replace the man that we've all grown to know and love). I walked in and instantly my mood transformed. I forgot about Jack's passing and the time I've spent away from the house and suddenly

re-entered in a nostalgic vision of how things were. I also saw that while things have certainly changed, they have also remained quite the same.

The house has a renewed spirit. As many of you know, the house was renovated last year and it still looks brand new. The house looked terrific. The chapter has a brand new flat screen TV in the living room that makes the big screen that was in the house while I was there look ancient. The dining room had brand new tables and everyone was buzzing. I walked my daughter up the stairs to show her my picture on the composite. I had no idea how far up the stairs I would have to walk before I found my picture. Yet it was still there. I showed her the bar downstairs. And showed her the portrait of Jack and the pool table on which he taught many brothers a lesson or two about pool - and more about life.

Overall, it was a satisfying journey back down memory lane and I was glad to see some familiar faces in the crowd.



(L to R): Drew Schilling, Bill Schilling and Bill's grandson.

The Schilling clan was there having a good time as if nothing has changed. **Brett Danko '90** was there making sure everyone was enjoying themselves. The brothers were busy trying to meet alumni and best of all, I felt at home. I share this with you all because I hope that this article reminds you of the feelings you've had on your return visits and urge you to continue to make the trip back whether it be Homecoming, alumni weekend or some other random weekend that you feel like dropping by. As you know the red door is always open. Once a brother, always a brother!

## SigEp Legacies

### Two Generations of Sigma Phi Epsilon's "Balanced Men"

**Frank Herbert** Penn Delta Chapter (Wharton, 1952) is very proud of his grandson, **Kevin Herbert**, California Chi Chapter (LMU, 2013). Kevin, a Business Management major, will be studying abroad in Bonn, Germany for a semester this fall.

*Do you have a relative who is also your SigEp brother? Share your story and photo by emailing our editors at [content@affinityconnection.com](mailto:content@affinityconnection.com) (mention SigEp Penn).*



# Sigma Phi Epsilon Brothers Make a Splash in the Wine Business

## Brotherhood and Trust Form the Basis of Successful Ventures

Business partners **Ben Argov '87** and **Bruce Kirsten '87** are now successful leaders in the wine cabinets, wine cellar cooling systems and wine accessories industries, but the strength of their success and partnership began at U of Penn with SigEp.

Ben and Bruce met and went to school together at Penn and formed an abiding relationship through SigEp, though they were not in the same pledge class, Ben having pledged as a freshman and Bruce as a sophomore. After graduation, they stayed in close contact and eventually started their business endeavor.

Even in his college days, Ben had entrepreneurial inclinations, his parents having owned and eventually sold a successful travel agency business. Having worked in the financial industry since graduation, Bruce became disillusioned with the corporate lifestyle and he and Ben would chat about “crazy ideas for an entrepreneurial venture that would include overseas production and web-based marketing.” While in San Francisco, Ben was on the lookout for a business with which to build his success.

“In the summer after our junior year, Bruce and I and a few other brothers moved to Newport beach and rented a beach house,” Ben said. “We got jobs working at pizza places and hung out on the beach and just had a great time. It was our last chance to be bums and have fun until it was time to grow up. I guess that was my first opportunity to really work with Bruce.”

In 2004, a promising business opportunity presented itself when Ben and another friend found Le Cache Premium Wine Cabinets, a company in distress that made custom wine cabinets. Since Ben and Bruce had been talking often about potential business opportunities, and given Bruce's experience overseas, Ben naturally thought of his friend and SigEp brother, Bruce.

“Bruce had spent a few years

working for DuPont in Hong Kong and China, which is where we were interested in moving the wine cabinet production. Bruce's experience of having lived overseas and the trust we had built since our time as SigEp brothers made him an ideal partner,” Ben said.

In a business environment where many new ventures take years to become profitable, the vision the partners brought to Le Cache changed the fortunes of the company almost immediately.

“The business was in distress when we purchased it in 2004 but we were able to turn it around right away,” Ben said. “We standardized and updated the product line with new features to make it easier to sell and more competitive in the market. Instead of custom making each piece, which meant it could take up to 12 weeks to fulfill an order, we kept cabinets in stock so customers could have it within two weeks. We were able to bring down prices to offer better value for customers.”

They also made better use of the internet as a marketing tool, providing product comparisons, buying guides, features information, and photos from their new web site.

Business for Le Cache quadrupled between 2004 and 2007 but in August 2008 economic downturns started to hurt profitability. But Ben and Bruce applied the SigEp spirit of determination and adaptability by diversifying.

“Up to that point, we had used a third party to supply the refrigeration equipment for our cabinets,” Ben said. “In 2009 we launched CellarPro Cooling systems and started producing our own refrigeration equipment which picked up the slack for the decline in



*Penn Delta's "wine guys", Bruce Kirsten '87 (left) and Ben Argov '87*

cabinet sales.”

After just a few years, the refrigeration side of the business now larger than the wine cabinet side.

“In 2010 we expanded further by launching a wine accessories

business, Sonoma Wine Accessories,” Bruce said. “Now even though the economy is nowhere near where it was in 2007 terms of wealth and jobs, we're doing better than ever.”

Ben and Bruce were both active SigEps who lived together in the house in their Junior and Senior years, but we asked if their time in the house had helped prepare them for their future business ventures.

“Well, I was Steward at SigEp, planning the meals and running the budget in our junior and senior years,” Ben said. “I guess I regarded that and all my experiences before and after graduation as training toward becoming an entrepreneur.”

“I ran for house treasurer in my junior year but I lost,” Bruce jokingly lamented. “But the house survived without my financial leadership and the guy who won the office went on to phenomenal success at Goldman Sachs.”

Through their experiences as SigEp brothers, both Ben and Bruce said they learned important lessons about compromise and brotherhood.

Today, Ben lives in Tiburon, Calif. with his wife Bryn and they have three boys in kindergarten, second, and fourth grades. Bruce lives in Novato with his wife Angie and they have two sons, ages three and five.

**Reconnect with Ben at [ben@swawine.com](mailto:ben@swawine.com) and Bruce at [bruce@swawine.com](mailto:bruce@swawine.com). Read the full profile at [www.pennsigep.com](http://www.pennsigep.com).**

## Alumni Updates

### Jeffrey B. Rotwitt, Esq. '72

(1056 King of Prussia Rd., Wayne, PA 19087-2839; jbr714@gmail.com) I developed a "Hollywood" style motion picture and television studio with state-of-the-art sound stages in suburban Philadelphia.

### Lawrence J. Bove '79

(7 Chesterland Dr., Thornton, PA 19373-1133; larrybove@aol.com) It's hard to share one story, but I know my pool game would have never been what it is without Jack kicking my butt every afternoon. But most importantly, Jack was the glue between generations for

us as active and alumni officers, much like Mr. Marshall was for brothers in the '50s through '70s. Our fraternity is lucky to have had such dedicated individuals who clearly more than most have earned the title "brother."

### Timothy A. Garvey, M.D. '80

(4721 Anaway Drive, Edina, MN 55436-1303; JTGARVEY@aol.com) My fond memories of Jack include a night at the race track, Jack's approval of the house girlfriends and his protection of the SigEp boys.

### Kurt Statts '86

(748 Crisfield Way, Annapolis, MD 21401; khstatts@hotmail.com) I have finished my final tour of duty with the US Navy, and enjoyed seeing Brother **Greg Paranzino '86** at my award ceremony. I am making a transition to a civilian occupation this fall, and would welcome networking assistance from my SigEp brothers. I'm looking for a leadership or management role in the aviation and aerospace industries, preferably based in southern California. Networking aside, I'd be more than happy to connect with my Penn Delta brothers.

## Alumni in the News

**Michael J. Stacchini '97** has accepted an offer from the Social Security Administration to serve as the U.S. Federal Administrative Law Judge. "I am extremely excited about this opportunity," Stacchini said.

Stacchini was most recently a partner at Vishnick McGovern Milizio LLP, where he practices commercial litigation, matrimonial litigation and Surrogate Court litigation. He began his new position on August 15. He can currently be contacted by email at michaelstacchini@msn.com or by phone at 646-265-9044.

**Adam Barrist '98** is a partner with the Philadelphia law firm of Deeb, Petrakis, Blum & Murphy P.C., who specializes in litigation and contract negotiation. In June he was included in the list of 2011 Pennsylvania Super Lawyers "Rising Stars," which appeared in the June issue of *Philadelphia* magazine. He can be reached at abarrist@dpattorneys.com.

## From the Archives

**Richard Bilancia '69** uploaded a lot of great photos to his personal album at [www.pennsigep.com](http://www.pennsigep.com), including this one, circa 1967. To view his album, log in to our web site, click on Photo Albums, then click on the link at the top of the page to go to the member albums.

Create your own personal album to share your photos with the brotherhood! Once you're logged in to the site, click on My Photos at the top of the page to get started.



## In the Words of Our Brothers...

### What is Your Fondest SigEp Memory?

"The final rush events were a tremendous opportunity to bond with current and future brothers."

- Max Wesman '05

"The friends I made while an undergrad."

- Kurt Statts '86

"Jack Shores."

- Brett Danko '90

"The friends I made and have kept through the years."

- Kenneth Marcus '72

"Friendliness of brothers."

- Odie Abramson '75

"Morning after a party when we all got to hang out and recap the previous night together and fill each other in on all the shenanigans. And Jack."

- Michael Feldman '05

"Friendships."

- Kenneth Frankel '72

"Making close friends."

- Jeremy Chao '81

"There are too many to select just one."

- Bernardo Beyer '71

"Tuesday night drinking club on the front porch with brothers."

- Kurt Statts '86

"The camaraderie within the chapter."

- Salvador Brau '67

"Enjoying the camaraderie of a small group in a large university where brothers know each other on a more personal level."

- Daniel Van Winkle '62

"Living in the house and having the day-to-day interactions with a great bunch of guys every day."

- James Hughes '52

"19 friends sharing a house on a campus of 20,000."

- Ted Crandall '78

Share your own fond memories on the message board at [www.pennsigep.com](http://www.pennsigep.com).

### Stay Connected With Fellow Penn SigEps!

**University of Pennsylvania – Sigma Phi Epsilon Alumni Website**  
([www.pennsigep.com](http://www.pennsigep.com))

**How to Sign Up:** If you haven't signed up and created a profile yet, please take a few minutes and click on the "First Time Login" link on the navigation bar at the top of the page to get started.

**"Help us expand our SigEp network and sign up to one or all of these online networking tools today! We already have a large group of alumni signed up and using these tools, so don't be left behind."**

**Facebook** ([www.facebook.com](http://www.facebook.com))

**How to Sign Up:** Visit the link above and register to create a user ID and password. You will be asked to create an online profile. Enter in only the

information you wish to share (note some very basic information is required). Note: There are several options to allow you to customize what is shared on your profile to people in your network and outside your network. Once you have created your profile, you are ready to start networking. Its recommend including your educational background (i.e. Penn) and graduation year(s) in your profile and any work history (if desired). This will help others you know locate you and help the site find people you may know.

Once your profile has been completed, use the Facebook search feature to search for the group "Sigma Phi Epsilon Penn Delta Alumni." Once you find this group you can click on the link that says, "Request to Join."

**Linked In** ([www.linkedin.com](http://www.linkedin.com))

**How to Sign Up:** Visit the link above and register to create a user ID and password. You will be asked to create an online profile. The process is very

similar to the one described above for Facebook. You will be prompted to enter in your education and work history and can change options for sharing your information. To get the most out of this site it is recommended that you include your education and work history. Once you have created your profile, visit this website address: [www.linkedin.com/e/gis/155789/0BBDA92AC965](http://www.linkedin.com/e/gis/155789/0BBDA92AC965) and submit your request to join the SigEp group.

Help us expand our SigEp network and sign up to one or all of these online networking tools today! We already have a large group of alumni signed up and using these tools, so don't be left behind.

For additional information or if you have any questions regarding any of these tools, please send an email to Dan Olson at [dolson04@hotmail.com](mailto:dolson04@hotmail.com).

### The True Meaning of the Balanced Man

By Alex Gershon '11, Former Chapter President

Coming to the University of Pennsylvania, freshmen are apt to either overestimate their abilities and become humbled by the rigorous standards staring at them or underestimate their abilities and become academically trepid. Four years ago, I was an example of the former fueled by the infamous second semester high school "senioritis."

I learned very quickly that before I could succeed and grow, I would have to set forth on an intrapersonal journey in which I would challenge myself, not only academically, but also socially, physically and culturally. In order to accomplish this, I would need the guidance of someone who had gone down this path; someone who would help me construct the base from which to grow. That guide lay in Sigma Phi Epsilon Fraternity.

SigEp has been the greatest influence on my life. The system presented by the Balanced Man Program opened my eyes to the importance of a confluence of mind, body, and spirit. It pushed me to levels I never thought attainable. The basis of the Balanced Man Program lies in the concept of Sound Mind/Sound Body. SigEp believes that in order to succeed in life, one must be in top mental and physical shape for these are inseparable.

Sound Mind expanded my sense of intellectual curiosity: I went from an unwavering desire to be a medical doctor to majoring in international relations, and am now working for a startup tech firm in Silicon Valley on my way toward graduate studies in international diplomacy/ business.

Sound Body challenged me to push

myself. I went from someone who despised running into a marathoner; from a junk-food junkie into a health-food fanatic.

Locally, one of the most amazing things about the Penn Chapter of SigEp is our diversity. No other fraternity can claim to members from every habitable continent nor does another house have men who speak over twelve languages fluently. This constant mixing of cultures broadened me and taught me lessons that no classroom could.

Being a brother at Sigma Phi Epsilon has been a game-changer. The lessons I've learned, the friendships I've made, and the memories forged will last a lifetime. No matter where I end up, I will always have violet and dark red running through my veins.

## Annual Fund Honor Roll of Donors

<b>2011-2012 Year to Date</b>	George Ramsey	1954	Stephen Luongo	1969	Barry Sher	1986	
Ronald A. Dreger	1964	Robert Johnson	1955	H. Lee Roussel	1969	Steven Kessel	1988
	Harold Jacklin	1956	Harold Baker	1970	Eric Nadler	1990	
<b>2010-2011 Honor Roll of Donors (9/1/10-8/31/11)</b>	E. Kendall Lorenz	1956	Robert Mayer	1971	John Orris	1990	
Stuart Trottmann	1939	Fred Smith	1957	Kenneth Frankel	1972	Glenn Preston	1990
Harry Arthur	1942	Carl Foley	1958	David Kohen	1972	Paul Vaccaro	1990
Henry Pope	1943	Thomas Tay	1959	Jeffrey Lehman	1972	Peter Sunenshine	1991
Frank Batchelor	1944	David Callahan	1960	Jeffrey Rotwitt	1972	Michael Case	1992
Warren Bell	1948	Henry Guckes	1961	Charles Olander	1973	Scott Pearl	1995
John Bixler	1949	John Bryson	1962	Steven Widerman	1974	Richard Thompson	1995
Robert Melvin	1949	James Luther	1962	Howard Katelansky	1975	Lee Wesner	1995
Edgar Waite	1949	Daniel Van Winkle	1962	Kevin Duffy	1976	Stephen Gresdo	1996
James Armstrong	1950	Charles Wheeler	1963	Frank Carillo	1978	Tolga Latif	1996
John Fiscella	1951	Ronald Dreger	1964	Timothy Garvey	1980	Richard Steinmeier	1996
Thomas Kenny	1951	Terry Rahmeier	1964	Richard Pzena	1980	Jason Kirschner	1997
Frank Herbert	1952	George Wolf	1965	Howard Albert	1981	Frank Catrickes	1998
James Hughes	1952	David Woodyatt	1965	David Browne	1981	Richard Chou	1999
George Hachar	1953	Calvin Bamford	1966	Jeffrey Whiting	1981	Keith Lotman	1999
Matthew Mackie	1953	Thomas Post	1966	Marc Fox	1982	John McCarty	1999
Rogers Vaughn	1953	William Schilling	1966	Douglas Roberts	1983	Aaron Tidman	2002
Earl Conway	1954	Salvador Brau	1967	Derek Warden	1983	Randy Cohn	2003
Donald Floyd	1954	Edward Plow	1967	Timothy Games	1984	Jon Pomeroy	2005
Kenneth Klingerman	1954	Dallas Smith	1967	Mark Kuperschmid	1984		
Donald Prout	1954	James Carnahan	1968	Alan Abrams	1985		
		Mark Lieberman	1969	Lawrence Harding	1985		

*Reflects gifts received as of November 14, 2011.*