



90!



90th Anniversary Celebration
Beta Beta Chapter of Delta Sigma
Phi

Kimball Ballroom, Lela Raney Wood Hall

Columbia, Missouri
September 15, 2017

Chartering Day, 1927



Charter members of Beta Beta Chapter with Dr. Maurice G. Mehl, national president of Delta Sigma Phi (1911-12) and first chapter advisor of Beta Beta. The chartering took place on November 12, 1927, at the Daniel Boone Hotel.



The Beta Beta installation team in 1927 was led by Horatio Fitch of Alpha Alpha Chapter (Illinois) and included brothers from Phi (St. Louis), Beta Alpha (Iowa State) Alpha Psi (Nebraska) and Alpha Upsilon (Kansas State).

Tonight's Program

6 p.m. – Reception, Kimball Ballroom and Foyer
Hors D'Oeuvres and Cash Bar

7 p.m. – Welcome, Introductions and Awards
Greg Speno, ACB President, and Bryson Murray, Chapter President

7:05 p.m. – Invocation
Fraternity Prayer Led by xxx xxx, Chapter Chaplain

7:06 p.m. – Dinner
Your Choice:
Beef Tenderloin with Mushroom Duxelle and Red Wine Reduction
Oven-Roasted Salmon with Ponzu Sauce
Butternut Squash and Asparagus Risotto (Vegetarian)
Grilled Cauliflower Steak with Mushroom Ragout (Gluten-Free)

Accompanied By:
Paprika and Herb Roasted Potatoes
Brown Butter and Shallot Green Beans

8:30 p.m. – Brief Remarks

James Larson, EP (Cal Poly San Luis Obispo), National
President
Patrick Jessee, Delta Delta (Purdue), Executive Director

8:45 p.m. – Dessert

Dessert in the Kimball Ballroom Foyer
Fresh-Baked Brownie Bites, Assorted Cheesecake Bites,
Dessert Bites

9 p.m.-Midnight

90th Anniversary Dance
Featuring the Norm Ruebling Band

Brief History of Beta Beta

(EDITOR'S NOTE: It's impossible to mention in this account every man who had a significant impact on Beta Beta Chapter of Delta Sigma Phi. To those not mentioned by name, we offer our sincere apologies. To those unnamed men, who have meant so much to the chapter, this anniversary program is dedicated.)

In 1924, a group of young men at the University of Missouri formed Alpha Chi, a local fraternity that was to become the nucleus of Beta Beta Chapter of Delta Sigma Phi. Under the guidance of their first two presidents, Edward Sleeter and David Hawkins, the members of Alpha Chi worked diligently to win acceptance of the local as a chapter of Delta Sigma Phi, a young but vibrant national fraternity less than 30 years old. Their efforts paid dividends when Beta Beta Chapter was installed on November 12, 1927, at the Daniel Boone Hotel and Tavern, now the Daniel Boone City Building on Broadway. Alpha Alpha Chapter at the University of Illinois supplied most of the installation and initiation team. A dance followed at the Columbia Country Club.



Unfortunately, neither Sleeter nor Hawkins would become members of the national fraternity; both had left Columbia by the time the chapter was chartered.

Many other individuals contributed immeasurably to the early development of Alpha Chi and Beta Beta Chapter, including Dr. Maurice G. Mehl, the chapter's advisor, a celebrated member of the MU geology faculty and a former national president of Delta Sigma Phi (1911-12). Another early contributor was Leslie

M. Beals, who was there from the start in 1924 and is recognized as the Father of Beta Beta.

Alpha Chi's first house was at 512 Fifth Street followed by another at 713 Hitt Street, which was the location when the chapter was chartered in 1927. The housing situation changed for the better in September 1930 when the chapter moved to 805 Richmond Avenue in Greektown. Little did they know then that the chapter would lose the house during the Great Depression in 1935, then regain it 75 years later.

The years immediately after 1927 were good ones for Beta Beta. Delta Sigma Phi quickly became a campus leader because of the high caliber of men it attracted. Indeed, the men who were members of the chapter in those early years were to become leaders in their fields.

One charter member was Lee O. Hills, a journalist who would win two Pulitzer Prizes, journalism's highest award, and become chairman of the board of Knight Ridder Newspapers, then the nation's most prestigious newspaper holding company. At various times Hills was editor and publisher of both the *Detroit Free Press* and the *Miami Herald*.



Lee Hills Hall, which houses the *Columbia Missourian* at Missouri's School of Journalism, was dedicated in his honor on April 18, 1995. On that day, Mr. Hills presented a check for \$1.2 million to the School of Journalism to create an endowed chair in his name.

Hills was not the only early Delta Sig to become extraordinarily successful. Henry Lewis Creel, another charter member, became vice president of Shell Oil Corp. Other early Beta Beta men of note include Frazer Hilder, longtime general counsel of General Motors Corp.; NFL standout Robert Armstrong; Glenn Degner, who became president of the Missouri Students Association; Robert Fackelman, owner of

newspapers and television stations in the Pensacola, Fla., area; Howard Etling, publisher of the Suburban Newspapers of Greater St. Louis, Inc.; and J. Edward Gerald, an associate dean of the Missouri School of Journalism who eventually left to become a member of the faculty at the University of Minnesota.

Another early initiate was Frank Hoke, who founded what became the largest savings and loan association in Texas and served as mayor pro-tem of Dallas. He was a key figure in that city's building of the current Dallas-Fort Worth International Airport. Hoke also was a loyal Delta Sig. He was an early president of the Delta Sigma Phi Foundation, and until the 1980s was the foundation's largest single donor. He was the first member of Beta Beta Chapter to be named Mr. Delta Sig, the fraternity's highest award.

When one considers that the chapter initiated only about 100 men from 1927 until it went dormant in 1935 (fraternities were much smaller then), the success of those individuals is remarkable. They were not alone; almost all the men of that era went on to have unusually successful careers, and at one point in the 1960s the national fraternity confirmed that almost half were millionaires. That's an extraordinary percentage for that period in time.

In the midst of that early success, however, the Great Depression arrived. The Depression years and the economic problems that continued well into the 1930s were particularly tough on a young chapter saddled with mortgage payments on its chapter house. More and more men were forced to drop out of school, and the chapter finally was forced to close in 1935.

For more than 20 years, Beta Beta remained but a memory for the men initiated in those early years. World War II and the Korean War prevented serious attempts to revive it.

Finally, the fraternity system began to boom again after the end of the Korean War. The late 1950s were great years for the fraternity system nationwide as thousands of men discovered what it had to offer. Delta Sigma Phi was in the midst of a massive expansion program directed by Francis

“Pete” Wacker, its executive secretary. As part of that effort, he moved to revive Beta Beta Chapter.

Early members included the first president of the colony, Bob Schick, who left before the chartering but finally was initiated in the late 1990s, as was his contemporary, Euin Swafford. The two of them thus served the longest pledgeships in the history of Beta Beta.

Working closely with Columbians such as forestry Prof. Andrew J. Nash, attorney William Brandecker, William Soper and James V. Kelly, all initiated into the fraternity as alumni, Wacker and the national fraternity succeeded in reactivating Beta Beta in 1957, almost 30 years after the original chartering. In the early 1960s, two prominent professors, Eugene Lane (Alpha Mu, Virginia) and Richard Leopkky (Gamma Iota, Idaho), served on the Alumni Corporation Board.

Soon after it was rechartered, the chapter occupied a house on Bass Avenue near Stephens College. The chapter remained small, but in one respect it mimicked its predecessor of the 1920s and 1930s: The quality of the men was outstanding.

One notable member during this period was Arnold Jellison, who took charge in 1958 when chapter membership slipped to nine men. Arnie rallied the troops and rushed a group of men from his high school, Ritenour, led by Jaak Kokker. Once Jaak pledged, a large number of Ritenour grads followed, and the size of the chapter effectively doubled. Among those Ritenour grads was Gary Bonnell, who became a major donor to the Delta Sigma Phi Foundation.

Perhaps the biggest breakthrough in Beta Beta’s history came in the fall of 1962, when the chapter had its most successful rush since the 1930s. On February 3, 1963, fourteen men were initiated, representing the largest initiation class since the 1927 chartering.

It soon became obvious that the chapter had outgrown its house on Bass Avenue, and in the summer of 1963, a search began for a new one. With the help of Howard Huskey, an ACB member and executive in the MU administration, the chapter

signed a lease on the property at 600 East Rollins Street with owner George Petrakis.

Huskey was a tireless worker for Delta Sigma Phi and served as ACB president for much of the 1960s. Another influential alumnus during that period was Larry Mead, an alumnus of the Western Illinois chapter of Delta Sigma Phi and publisher of *Sheep Breeder* magazine. Mead later would serve a term in the Missouri State Senate.



Steve Cunningham with “Mom” Shelnutt at her 89th birthday party in 2005.

When the chapter moved into its new house in the fall of 1963, it hired Alice Ann Shelnutt as housemother. She would remain with the chapter for more than 15 years and played a key role as the chapter experienced its most explosive period of growth. Her contributions to the chapter are too numerous to recount here, but she was adored by two generations of Delta Sigs.

In her first pledge class in the fall of 1963 was a young Tennessean named Brian S. Brooks, who would later become national president of the fraternity. Brooks has received every major award of the fraternity. He won the national Outstanding Undergraduate Award in 1967 (now the E. Allen James Outstanding Undergraduate Award).



The chapter house at 600 Rollins served Beta Beta for 48 years.

Brooks served on the Grand Council of Delta Sigma Phi for 16 years and received the Harvey H. Hebert Award in 1985, the Mr. Delta Sig Award in 1995 and the Francis “Pete” Wacker Interfraternity Award in 1997. Brooks is still the only Delta Sig – from any chapter nationwide – to serve in the highest office in the fraternity world, president of the National Interfraternity Conference (1997).

He was, however, merely one of many who played a role in the phenomenal growth of Beta Beta during the 1960s. From 30 members in 1963, Presidents Don Heppermann, Ron Pondrom (two terms), Brooks, Tom Parks, Clay Barton and Dean Henderson led the growth of the chapter to almost 90 members by the end of the decade. The chapter until then had never before been that large.

Thus, the first years in the new house at 600 Rollins proved to be among the best in the chapter’s history as 20- to 30-man pledge classes became the norm. The ACB purchased the house in 1966 for less than \$40,000 and eventually sold it in 2013 for more than \$1.1 million.

It would be impossible to recount the events of that decade without special mention of a special president, Ron Pondrom. Pondrom served two entire years as chapter president, and he presided over much of the aforementioned growth. He personally led summer rush efforts after persuading the Interfraternity Council to approve summer rush. That came during his term as IFC president, and he remains the only Delta Sig since the 1930s to serve as IFC president at Mizzou.

At the same time Pondrom presided over the IFC, Larry Van Dyne was editor of the campus newspaper, the *Maneater*. That gave Beta Beta two of the three most important student positions on campus, which in the 1960s were considered to be IFC president, *Maneater* editor and student body president. Further, the chapter during that period snapped a 19-semester string of successes by Beta Theta Pi by finishing first on campus in grades.

Other notable Delta Sigs of the 1960s include Jim Unger, CEO of ACF Industries in St. Louis; hospital executive Larry Matheny; stockbroker Terry Meek; Navy Capt. Bob Parker; William Vanjonack, a successful drug industry executive; and the late Mike McCabe, general counsel of the National Rifle Association. The late Carl Burpo also made significant contributions as ACB treasurer. Carl led two efforts to renovate the chapter house. Greg Speno worked his entire career for **Capt. Glenn Sieve** McDonnell-Douglas and Boeing and was a key engineer for projects in the U.S. space program.



Also of note from the 1960s was Glenn Sieve, captain of a nuclear submarine during the first Gulf War. He received the Navy Cross, the second highest award for bravery the country can award, for his actions during that war. The exact nature of his actions remains classified. Glenn died of cancer in 2001, and the source of the cancer is thought to be service-related.

The chapter grew smaller in the 1970s as fraternities lost their popularity nationally. But even with the downturn, the chapter managed to initiate almost as many men in the 1970s as it did in the 1960s. Further, the quality of those men was outstanding.

They include Mark Godich, an editor at *Sports Illustrated*; Mike Nahrstedt, once managing editor of the *Sporting News*; and Steve Richardson, an executive with Southwestern Bell in Dallas, now retired.

Don Myears in the mid-1970s became the second Beta Beta man to win the national Outstanding Active Award. He is now a cardiologist in Springfield. Tom Decker, initiated at St. Louis University's Phi Chapter, transferred to Mizzou and would later become the second Beta Beta member to serve as national president of the fraternity. He also headed the Delta Sigma Phi Foundation.

Another decade filled with success followed in the 1980s, and again the men were outstanding. They included Steve Fainaru, who worked for the *Boston Globe* before winning a Pulitzer Prize for the *Washington Post*, the chapter's third; John Vance, a U.S. State Department diplomat; and Stephen Smith, a prominent physician.

That decade also produced a new generation of fraternity leaders. Jim Yemm and Jay Dade became key members of the ACB, and Devon Dobrich became the first Beta Beta man to work for the national fraternity. Yemm led the effort to pay off the mortgage on 600 Rollins and to repurchase and remodel the 805 Richmond house.

The 1990s proved to be a challenging decade. After success in the early part of the decade, membership began to decline with yet another downturn in the popularity of fraternities. Finally, the ACB decided the situation wasn't improving, and in 1995 it surrendered the chapter's charter to the national fraternity.

It was a painful decision, but after two years away from the chapter house, Beta Beta returned as a colony in 1997 to a vastly improved environment with six outstanding founding fathers - Danny Groves, Brian Chorley, Gabe Lansberry, Chad

Masters, Mike Henry and David (Rusty) Boyt. The chapter was rechartered in the fall of 2001, and it thrives today as never before with almost 160 members. The quality of those men is every bit as outstanding as those who launched the chapter on its great journey 90 years ago.

From 1957 to the present, one person, more than any other, has been instrumental in holding Beta Beta together and making it special. He is Bruce J. Loewenberg, former chapter president, former ACB president, former foundation board member and former member of the fraternity's Grand Council.

His personal dedication to the growth and success of the chapter is unmatched. Indeed, if chapters could be named for individuals, Beta Beta would be the Bruce J. Loewenberg Chapter of Delta Sigma Phi. He has met every member initiated since 1957 and keeps in touch with all of them he can. Over the years, he also met almost half of the men initiated from 1927 to 1935. He is truly Mr. Beta Beta.

In large part because of Bruce, Beta Beta has a special brotherhood that could be matched by few chapters within Delta Sigma Phi. May it prosper for another 90 years and beyond.

The Presidents of Beta Beta

Edward Sleeter, Alpha Chi, 1924
David Hawkins, Alpha Chi, 1924-25
Lionel C. Milligan, Alpha Chi, 1925-
26
Leslie M. Beals, Alpha Chi, 1926-27
David C. Leavell, 1927-28
Lee O. Hills, 1928-29
Joseph J. Bryan, 1929-30
Maurice J. Doerr, 1930-31
Kenneth J. Kraft, 1931-32
H. Hirst Sutton, 1932-33
C. Rowland Field, 1933-34
John F. Nieburg, 1934-35
Ray G. Settlege, 1935

Robert J. Andrews, 1935
Richard D. Sands, BB Colony, 1956
Richard L. Wisniewsky, Colony,
1956
John F. Fryrear, BB Colony, 1957
Robert A. Schick, BB Colony, 1957
Herbert A. Waggener, 1957
William K. Flottmann, 1958
Jim H. Grainge, 1958
Walter Jolley, 1958
Bruce J. Loewenberg, 1958
Jerry D. Moum, 1959-60
Bruce J. Loewenberg, 1960-61
Pierre G. Daunic, 1961-62

Kenneth J. Sieve, 1962-63
 Donald C. Heppermann, 1963-64
 Ronald J. Pondrom, 1964-65
 Ronald J. Rondrom, 1965-66
 Brian S. Brooks, 1966-67
 Thomas O. Parks, 1967-68
 L. Clay Barton, 1968-69
 Dean R. Henderson, 1969-70
 Jim C. Markus, 1970-71
 Randall G. Scott, 1971-72
 James L. Ellini, 1972-73
 John P. Brown, 1973-74
 David E. Moser, 1974
 Michael P. Rother, 1974
 Michael J. Smid, 1975
 Paul J. Flinn, 1975
 Mark F. Sherman, 1976
 Michael J. Smid, 1976
 Thomas E. Prieto, 1977
 Steven A. Richardson, 1977
 Donald W. Myears, 1977-78
 William Lemp, 1979
 Steven N. Palmer, 1979
 T.J. Murphy, 1980
 Ray H. Mackey, 1980
 Karl P. Adrian, 1981
 William J. Westbrook, 1981
 Timothy S. Burke, 1981-82
 David P. Friedman, 1982-83
 Robert J. Buckley, 1983-84
 Allen D. Johnson, 1984-85
 James H. Yemm, 1985-86
 Devon A. Dobrich, 1986-87
 Thomas M. Murphy, 1988
 Stephen R. Smith, 1988-89
 Thomas A. Tisone, 1989
 Richard J. Muszalski, 1989-90
 Jim F. Baldetti, 1990-91
 John K. Grissom, 1991
 Dan M. Sitar, 1991-92
 Dan M. Sitar, 1992-93
 Ray G. Seidelman, 1993-94
 Joshua D. Somers, 1994-95
 R. Jason Huggins, 1995
 Dustin E. Buchheister, 1997-98
 Mark A. Davis, 1998-99
 Matthew D. Stagner, 1999-00
 Brendan P. Gates, 2000-01
 Ryan S. Jost, 2001-02
 Scott D. LaVeine, 2002-03
 James J. Gay, 2003
 Justin W. Larson, 2003
 Michael J. Dalton, 2004-05
 Jameson Allen, 2005-06
 Luciano B. Alleruzzo, 2006-07
 Brydan K. McNeely, 2007-08
 Brydan K. McNeely, 2008-09
 Nicholas D. Gerhardt, 2009-10
 Kyle E. Broyles, 2010-11
 Kyle E. Broyles, 2011-12
 Stephen P. Ball, 2012-13
 Dominic A. Badalamenti, 2013-14
 Daniel M. Ward, 2014-15
 Dominic R. Faust, 2015
 Daniel P. Dunn, 2015
 Dominic A. Franceschelli, 2015-16
 Bryson A. Murray, 2016-17



Today's Beta Beta undergraduates take a back seat to no one of earlier eras. They are consistently among the three largest fraternities at Mizzou and raise thousands of dollars for charity each year. Here, they participate in Dog Days, their charity benefiting the Central Missouri Humane Society.

Beta Beta Alumni Corporation Board

Greg Speno, President

Steve Smith, Vice
Pres.

Jeff Burrows,
Secretary

Brian Brooks,
Treasurer

Bruce Loewenberg

Burt Ewing

James Gay

Karl Adrian

Ryan Brockschmitt

Bryson Murray*

Sharoze Amir*

Benjamin Frey*

Chapter Advisor:

Tom Tisone

*Undergraduate

