



Sigma Alpha Epsilon CAL BETA NEWS

UNIVERSITY OF CALIFORNIA, BERKELEY | FALL 2022

You are Invited to the *100th Anniversary* Duck Dinner/Auction with Legendary Joe Starkey

It has been 100 years since Cal Beta SAE moved to 2722 Bancroft Way! To commemorate, we are going to have the biggest, most fantastic Duck Dinner in history on Friday November 18th on the eve of the 40th Anniversary of the Play!!

We will start with drinks and appetizers at 6:30 PM, followed by dinner at 7:30 PM with special guest speakers the Legendary Joe Starkey and a Cal Band performance. We will also have Hall of Fame inductions of Rob Valli ('78) and Justin Sharpe ('08).

We will have our first Annual Auction led by Steve Hayworth ('81), "That Auction Guy." The Auction will benefit the 2722 Bancroft Foundation 501(c)(3) to provide scholarships to deserving students. Over \$50,000 in scholarships have already been granted to Cal Beta members.

There will be dozens of outstanding Auction items to bid on relating to Cal Athletics, incredible vacation packages, and more!

We look forward to seeing you at the most memorable Duck Dinner in Cal Beta SAE history!

Phi Alpha and Go Bears!!!!

REGISTER NOW
by scanning here or at the
link here. →



LETTER FROM THE Tommy Senske '20 EA

Hello Alumni, Brothers, and Parents,

My name is Tommy Senske, class of Fall 2020, and I am serving my second semester as the SAE Cal Beta Chapter Eminent Archon. I am a third-year majoring in Economics and minoring in Data Science. My career interests lie in the field of finance and data analysis/machine learning. I am from San Clemente, California, and am a legacy through my uncle Bobby Senske '84. Along with being in SAE, I am also a member of the Berkeley Venture Capital Club here at UC Berkeley.

After working closely with SAE National last Spring, the Cal Beta chapter has finished its single semester social probation, and were able to host South Seas in celebration of that milestone. We are continuing to work closely with our Alumni Advisory Board as we build a new culture at 2722 Bancroft Way. We will remain under the guidance of the Alumni Advisory Board until the Spring of 2024. With their help and the help of the interfraternal council, we have maintained a strong relationship with the Berkeley Fire Department and Berkeley PD, and we are very thankful for all they do. After our suspension prevented us from being able to host a Rush in Spring 22, we conducted a successful Rush this Fall and bid 10 new members. In addition to Rush, we will also be able to host our first Duck Dinner on November 18th.

It has been a pleasure being the EA these past this year and to help usher in a new era for our house. I pride myself on being a brother of SAE at Cal Beta, and I will cherish all the memories and relationships I have formed in the walls of 2722. Thank you again to our amazing Housing Corporation and Board of Directors for all the work you do to keep our chapter alive and well!

Thank you to every alumni and parent who is reading this for you are the people that keep our organization running and give us undergrads the chance to continue living with pride at 2722.

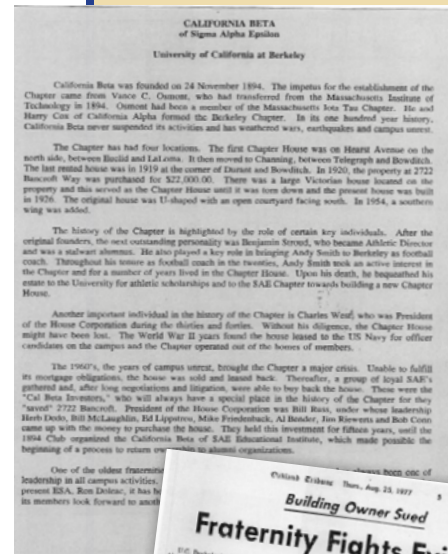
Phi Alpha & Go Bears
Tommy Senske '20
Eminent Archon

CELEBRATING 100 YEARS OF THE CHAPTER HOUSE

The Cal Beta SAE Chapter purchased the property at 2722 Bancroft Way, Berkeley in 1922 (100 years ago!). The Chapter resided in a Victorian building there for 4 years until the newly constructed House (which is still in use) was completed in 1926. Legendary Cal Football Coach Andy Smith donated about \$30,000 from his estate for the building of the new House. The House Corp. obtained a \$40,000 mortgage to complete the construction.

There have been numerous times over the 100 years of Cal Beta SAE residing at 2722 Bancroft Way that the Chapter was in danger of losing the House and/or being dissolved, but for the efforts of numerous students and Alumni:

- The Cal Beta SAE Chapter purchased the property at 2722 Bancroft Way, Berkeley in 1922 (100 years ago!). The Chapter resided in a Victorian building there for 4 years until the newly constructed House (which is still in use) was completed in 1926.
- Legendary Cal Football Coach Andy Smith donated about \$30,000 from his estate for the building of the new House. The House Corp. obtained a \$40,000 mortgage to complete the construction.
- During the 1930's Great Depression the House faced extreme financial stress and persevered under the leadership of Charles West.
- During the 1940's World War II, the House was leased to the US. Navy and the Chapter operated out of members' apartments.
- In the 1960's during the Free Speech movement, very few students joined fraternities and the House was sold to Judge Landies, and leased back to the Chapter.
- In the late 1970's Judge Landies tried to evict the Chapter, and the Cal Beta Investors purchased the House back from Judge Landies.
- In the 1990's the "1894 Club" formed the current non-profit "2722 Bancroft Educational Institute, Inc." and the Cal Beta Investors transferred ownership to this new non-profit entity.
- In 2000, the House was closed by the City of Berkeley for 29 code violations. Many Alums rallied and donated money and 4 Alums signed as guarantors for a \$1.1M loan to remodel the House.
- In 2002 the House reopened with only 6 members and quickly reestablished itself as the leading fraternity at Cal.



CAL BETA *Gallery*



Sigma Alpha Epsilon
2722 HANCROFT WAY



SENIORS
Thomas Altan, Richard Crutcher, James Seaborn, John Rebert, Dick Frestland, John Wilkerson, Bob Flantz, David Decard, Richard Farnsworth, Richard Tall, Charles Buckman, David Fitz, John Roberts



Here's a photo of some late 1970's guys collecting palm fronds in Fresno for the annual South Sea's Party. Playboy Magazine ranked "South Sea's" as one of the top ten college parties in the US.



2011 Duck Dinner

3/2/3

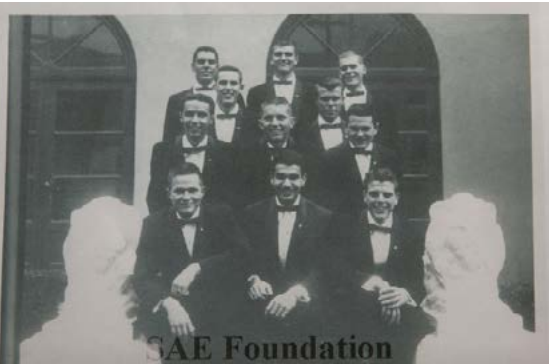
CAL BETA PRESS
University of California Chapter of Sigma Alpha Epsilon
BERKELEY, CALIFORNIA, OCTOBER, 1939

S. A. E. Pledges 19 New Men This Fall
Most Beta's New Class of Pledges

Successful Rush Period
Close To Planned Program

THE Beta Rush for Fraternity in Berkeley, California, was a successful one. The rush was held in the gymnasium of the University of California, Berkeley, and was attended by a large number of students. The rush was held in the gymnasium of the University of California, Berkeley, and was attended by a large number of students. The rush was held in the gymnasium of the University of California, Berkeley, and was attended by a large number of students.

Cal Beta Press from 1939

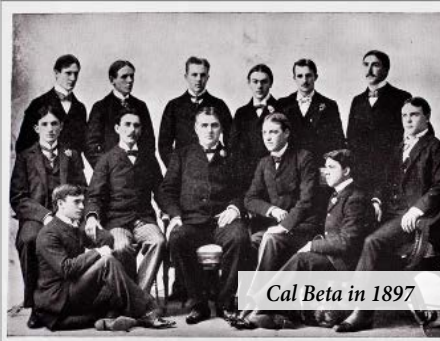


SAE Foundation



California Beta all university championship football team of the University of California. Back row: Jim Mills, Wally Marshall, Jerry Tenner, Bob Mahanovich, Ed Rogers, John Sullivan, J. Randy (standing), Jack, Dave Meyer, Milt Craig, Dave Marshall, Jim

Grounds: Bob Treddy, Fred Weitzer. A devastating beach attack by Overbrook Malabarich took the Navy ROTC 18-0 to capture the All-U team.



Cal Beta in 1897





MEET SOME OF OUR UNDERGRADS



Ron Akaishi
Hometown: Hong Kong
Year: Sophomore
Major: Economics and Business
 I'm an international student studying here at Cal. I'm Japanese but spent my whole life in Hong Kong at an international school. Outside of the frat, I'm into playing soccer and poker.



Aiden Brutman
Hometown: Newport Beach, CA
Year: 2026
Major: Undeclared Engineering (Mechanical Engineering)
 I have a very strong passion for the water. Anywhere on, near, or in the water is where I am happiest. I love to work on boats and have a huge interest in the automotive world. I played lacrosse most of my life, but unfortunately I medically retired. Now, technology is my forte; whether it be building drones or computers, programming them, or helping others with issues, I am always trying to learn more. My goal is to someday turn my passions into my own business.



Carter Healy
Hometown: Newport Beach, CA
Year: 2026
Major: Econ/ Pre business
 I have always been competitive in everything I do which translated into me loving sports. Whether it be high school baseball or golfing with my friends, I always enjoy some competition. Other than sports and exercise, I take great interest in all aspects of the world of business and hope my studies in econ can help me explore that.



Will Heckler
Hometown: Orinda, California
Year: 2026
Major: Undeclared L&S
 Growing up with great weather in California has caused me to love all kinds of outdoor activities. I mountain bike, backpack, golf, and have played baseball all my life. I'm excited to be attending Berkeley and potentially exploring an Economics major. Go bears.



Salvador Horna
Hometown: Miami, FL
Year: 2026
Major: Electrical Engineering & Computer Science
 I was born in Venezuela but I grew up in France and Miami. I have played soccer my entire life. I love to hang out with friends, watch sports, and go to the gym. I enjoy coding and creating computer programs which explains my decision to major in EECS.



Jack McCloskey
Hometown: Costa Mesa, CA
Year: Freshman
Major: Econ/Business
 I'm on the basketball team here at Cal so a lot of my time is dedicated to that. Other than basketball I love the beach, golfing, and playing poker. Business is also a passion of mine and I'm looking forward to studying here at Cal to further my knowledge and help prepare for my future career.



Owen Rees
Hometown: Santa Barbara, CA
Year: Freshman
Major: Film and Media
 Back home I was a beach lifeguard for the city of Santa Barbara. I enjoy the beach, surfing, skating, movies, and playing rugby. Although I am not yet on the team I intend to try out in the spring. In high school I was in the Multimedia Arts and Design Academy(MAD) where I learned to love film making. I was Pep & Rally leader at my high school and have tremendous amounts of school spirit.



Zak Robertson
Hometown: Newport Beach, CA
Year: Freshman
Major: Undeclared Engineering
 I'm a very curious person, which is why I was drawn to engineering, because I love discovering how things work. I'm currently deciding between mechanical, aerospace, and bioengineering. I enjoy playing basketball and going to the gym in my free time. When I'm home, I also love going to the beach and surfing, bodysurfing, etc. I am also enrolled in Japanese courses here at UC Berkeley, and am considering minoring in the language, because as a Japanese person I have an interest in the language and culture.

OUR UNDERGRADS

CONTINUED



Cole Trudgen

Hometown: Hermosa Beach, CA

Year: Freshman (2026)

Major: Pre Business / Astrophysics

I have a passion for the outdoors, whether it be going on ski trips, playing volleyball at the beach, or going fishing, the outdoors are where I'm happiest. Throughout high school I played football and baseball serving as the football team captain my junior and senior year. Here at Cal, I aim to continue to explore my academic interests in entrepreneurship, innovation, and space. With the wide variety of tools available to me at Cal I hope to turn my passions into a business.



Gabe Vigeland

Hometown: Newport Beach, California **Year:** Junior (transfer)

Major: Media Studies

I love to travel, ski, work out, go to concerts, meet new people, try new experiences, read, play volleyball, watch sports and cook. I am a huge animal person and really enjoy spending time with and learning about animals. I hope to one day to an excursion or volunteer trip to help an endangered species. Things I am interested in learning more about include investing, banking, learning new languages, marketing, and psychology.



ALUMNI UPDATE



Steve Haworth aka "That Auction Guy"

Steve Haworth, Cal Beta 83', is the Founder and CEO of Auction Fundraising, LLC, aka "That Auction Guy". Auction Fundraising, LLC is a full-service technology-based event management, marketing and fundraising solutions company serving non-profit organizations around the country. We offer complete solutions to those non-profits who need to raise money to either maintain their current levels of service or to expand those services to those in need.

The non-profits we serve around the country consist of the following groups: Education, Health, Children, Poverty, Animals, Human Rights, Creative Arts, Disaster Relief, Homelessness, Hunger, Veteran/Service Member Support, Literacy, LGBT Support, Substance Abuse and Addiction, Depress/Suicide/Grief Support, Rape/Sexual Abuse/Human trafficking, Cancer, Autism, Diabetes, Alzheimer's, Parkinson's, Lupus, ALS, MS, Collegiate Sports Programs, Entertainment Industry and foundations affiliated directly with the NBA, MLB., NFL, NHL, PGA, LPGA.

"Deciding to become an auctioneer impacted my life in ways I could never imagined. Building a multifaceted full-service solutions business with an incredible team to help non-profits achieve their fundraising goals has taken us to a whole new level. I am extremely proud of the work we've done in the non-profit sector, and now, with our expanded team, we are reaching more donors and raising more money than ever before"

OFFICERS, ADVISORS & FOUNDATION

Undergraduate Officers

Eminent Archon (President)
Tommy Senske, Fall '20

Eminent Deputy Archon (VP)
Jackson Oxner, Spring '21

Eminent Treasurer
Tal Ferguson, Spring '21

Risk Managers
Ryan Bartz, Fall '21,
Rajat Shah, Fall '21
Sebastian Harris, Fall '21

House Manager
Santi Cuevas, Fall '21

Social Chairs
Tanner Kenin
Michael Pinto, Fall '21

Rush Chair
Zach Forbath, Fall '20

New Member Educator
Grant Person, Fall '20

Appointed Positions

Eminent Recorder - William Bozzella, Fall '21

Eminent Chronicler - Tristan Wardwell, Fall '21

Kitchen Steward - Ryan Morris, Spring '19

Philanthropy Chairs - Samuel Olavarria, Fall '21
and Ryan Johnson, Fall '21

Board of Directors of the 2722 Bancroft Educational Institute, Inc.

President - Jeff Koblick '73

Treasurer - Rich Hildebrand '84

Chapter Advisor - Pete Marshall '77

Hall of Fame - Bob Leslie '51

Young Alumni - Angelo Genasci '06

Alumni Commission - Gary Sherrer '76

Board of Directors of the 2722 Bancroft Foundation Inc.

President - Rocky Gunderson '72

Secretary - Bill Rodgers '60

Treasurer - Jeff Koblick '73

OUR 2022 HALL OF FAME INDUCTEES



HANK OLGUIN '56

Hank Olguin has enjoyed a long and varied career, most of which has been devoted to the advertising and marketing/communications fields. As a writer and creative director, he has written and produced countless advertising vehicles, including dozens of TV and radio commercials; has won numerous advertising awards, including two Clios; written a book on creativity; and written songs for Sesame Street.

As a third-generation, bilingual Mexican American, Hank decided to focus his efforts on projects related to the Latino community and market early in his career. For eight years, he served as the Communications Director for a U.S. Department of Labor national employment and training program, SER-Jobs for Progress, serving the special needs of Latinos. During those years, he became an active member of Nosotros, an organization dedicated to eliminating Hollywood Latino stereotypes.

Read more at <https://2722bancroft.com>



JUSTIN SHARP '07

As an undergraduate Justin was the philanthropy chairman for the Cal Beta chapter, in which he held the South Seas Charity Beach Volleyball Tournament 2 years in a row.

Since graduating from Berkeley, Justin has continued to stay engaged with its alumni network. In 2013, he co-founded The Blue & Gold Bas, the first young alumni gala, which served as the University's most influential annual young alumni event and engagement tool. Over 600 alumni were in attendance and thousands of dollars were raised when Justin helped run the organization. While ownership was officially transferred over to the University in 2017, Justin was key in growing the operating budget up to \$50,000 in 2015 based on demand. Additionally, Justin Co-Founded the Berkeley Alumni Club of New York, the region's largest young alumni group in partnership with the University. For his dedication and work ethic, Justin was named the UC Berkeley Bradford S. King Young Alumnus of the Year for excellence in service in 2015. Read more at <https://2722bancroft.com>



DR. ROBERT VALLI '82

In his time as a member of UC Berkeley Sigma Alpha Epsilon (BA '82) Dr. Valli was the Beta chapter's Pledge Trainer, Social Chairman, and Budweiser Campus Ambassador. As a Budweiser Ambassador, he raised over \$50,000 for Muscular Dystrophy Foundation and the United States Olympic Committee during two of Beta's charity events. In his own words "outside of meeting my wife Veronica and the birth of my four children the Bro Experience is the highlight of my life!" Robert's extensive success

after graduating from Berkeley began in the heart of Silicon Valley at Stanford Graduate School of Business (SEP '95) where he now holds a number of technology ventures and in 2006 Robert became the Director for Advancing Innovation at non-profit Ewing Marion Kauffman Foundation. The Kauffman's renowned platform for all-things-entrepreneurial, offered a lens by which to observe the interchange of academia and industry. In 2009, Robert decided to become Dr. Robert Valli at Cambridge University (Ph.D. '09) by attending the Center for Technology Management and School of Engineering. Read more at <https://2722bancroft.com>



John C. (“Jack”) Leathers

John C. (“Jack”) Leathers pledged Sigma Alpha Epsilon at the University of Minnesota in 1951, became an SAE at Washington when his family moved to the Pacific Northwest, and became a member of Cal Beta when his family moved to the Bay Area. A member of Cal’s crew team, in less than two years, his leadership abilities were recognized and he was elected Eminent Archon of the chapter and inducted into the Order of the Golden Bear. Having been enrolled in Cal’s Air Force ROTC program, after graduation he trained as a B-47 pilot. Having served three years in the air force, John returned to civilian life and trained with Merrill Lynch in New York City where he was a stocks and bonds broker for over five years. He left to become a corporate lender, first in leasing, then in commercial finance in Chicago. He subsequently returned to San Francisco where he ran Lloyds Bank’s corporate secured lending program for many years.

In 1995, John, now Jack, typed and mailed postcards to those 1950 Cal Beta brothers who were living in the Bay Area, inviting them to a lunch at San Francisco’s Anchor Beer headquarters (whose marketing director was Phil Rogers,

the EA before Jack). The luncheon was most successful and was continued in San Francisco until the South Bay brothers suggested The Fish Market in San Mateo. About that time Jack tired of typing individual postcards and asked Jim Kidder ‘57, who had volunteered his computer skills for several years, to take over the luncheon. Jim named the luncheon “The Jack Leathers Christmas Reunion” and began referring to the group of attendees as “The Fabulous ‘Fifties”. A few years later, the convener of the Big Band Brothers (brothers from the ‘forties) asked Jim to include them in his invitation list, which he did. With most of the attendees coming from the North Bay and the Sacramento area, Bob Leslie, through his daughter, Lynn, arranged to have the luncheon at the Round Hills Country Club in Alamo. For the last several years, the luncheon was held there until the pandemic hiatus. The post-pandemic price of the club forced a relocation of the reunion and they met in the chapter house in 2021 and will return to it on **Thursday, December 8th, in 2022.**

N.B. Jack was inducted into the Andy Smith Cal Beta Hall of Fame in 2012.

The Fabulous ‘Fifties’

“The Fabulous ‘Fifties” has been used to describe those who were in the house in the ‘fifties as Cal Beta won three consecutive All-University intramural championships. It also had over a dozen brothers letter in football; three in basketball; at one time had five starters on and the captain of the rugby team; five on the baseball team that won the College World Series in 1957; and multiple letter-winners in track and cross country; swimming and water polo; golf; tennis; and volleyball. It had presidents of Big and Circle C, an ASUC president and two ASUC vice presidents, and at least one representative-at-large out of eight for five consecutive years on the Executive Committee that ran the ASUC (which in those days ran the entire Cal athletic program). It won the

Spring Sing and had three of the four members of the senior octet of Men’s Glee Club. It won the University’s Pledge Class Scholarship Trophy and had a brother tie for the University Medal. And, sixteen 1950’s brothers have been inducted into the Hall of Fame.

All this occurred at a time when for a nickel you could get a coke and make a phone call in the privacy of a booth, see a movie with a bag of popcorn for less than a dollar, a sports car for under \$3,000 and a nice home in the Berkeley Hills for \$20,000. And the songs had melodies. Those were the fabulous ‘fifties!



Cal Beta SAE
C/O Fraternity Management Group
P.O. Box 12010
Tucson, AZ 85732-2010

Address Service Requested

Prsrt Std
US Postage
PAID
Tucson, AZ
Permit #2216

STAY CONNECTED

Website: <https://2722bancroft.com>

Facebook: <https://www.facebook.com/SAE-Cal-Beta-Alumni-238450881757>

LinkedIn: <https://www.linkedin.com/groups/4224953/>