



Sigma Alpha Epsilon CAL BETA NEWS

UNIVERSITY OF CALIFORNIA, BERKELEY | FALL 2020

CAL BETA KICKS OFF A VIRTUAL CAREER NETWORK & SPEAKER SERIES

Cal Beta has recently established a unique career network and speaker series to connect alumni, parents and undergraduates. Created as a way to keep everyone engaged during the COVID-19 pandemic, this program will become a great network for alumni and undergraduates. It's a great way to reconnect, share stories of success, and provide invaluable advice.



*Standing (left to right): Blake Peterson '17, Mikey Williams '17, Jack Cosca '17, Charley Lagomarsino '17, Nico Brightbill '17
Sitting (left to right): Taylor Damron '17, Jack LeBeau '17*

SPEAKER SERIES

We kicked off our program by hosting Zoom Speaker Series presentations this past spring and summer:

- We hosted a career panel. See page 8 for more information
- Rich Lyons '79 and Brian McCracken '79 presented on innovation and entrepreneurship
- Steve Mott '78, David Thomas '79 and Chris Watson '79 presented on real estate/development
- Cal Athletic Director Jim Knowlton, Head Football Coach, Justin Wilcox, and Head Basketball Coach, Mark Fox presented on the COVID impact on Cal Athletics
- Kurt Wharton '76 presented on the COVID impact on healthcare

We hope to soon start hosting presentations bi-monthly to quarterly. Stay tuned for future presentations by checking out our calendar at <https://www.saecalbeta.org/> If you are willing to make a presentation yourself or with a few others, please email Matt Noble at matt.noble@fmgtucson.com.

CAREER NETWORK

Cal Beta is committed to creating leadership and career development opportunities for all of our members. Alumni can network with each other and with undergraduates taking advantage of the network to gain access to career planning tips, leadership development information, job board, and the mentor-mentee platform. It's a unique program only offered by Fraternity Management Group to advance the career needs and possibilities of our members.

Alumni, parents and undergraduates are encouraged to participate in the Cal Beta Career Network. Learn more at <https://www.saecalbeta.org/careers> (password calbetacareers!). Please contact Pete Parker at pete.parker@fmgtucson.com if you are interested in any of the below:

- Enlisting as career mentor for other alumni, parents and/or undergraduates
- Joining as a mentee to get advice from an alumni and/or parent
- Post jobs to the job board

OFFICERS, FOUNDATION & HOUSE CORP

Undergraduate Officers

Eminent Archon (President)

Gavin Janis '18

Eminent Deputy Archon (VP)

Hugh Roberts '19

Eminent Treasurer

Wyatt Grauman '19

Risk Managers

Ethan Barnhart '18

Conner Taherian '19

House Manager

Neal Patel '17

Social Chairs

Caden Moskowitz '19

Noah Bernstein '19

Rush Chair

Barton Trimble '19

New Member Educator

Wally Koch '19

Appointed Positions

Eminent Recorder

Matthew Ueberroth '19

Eminent Chronicler

Conner Noon '19

Eminent Herald

Zach Rosenberg '19

Eminent Sexual Violence/Harrassment Education Chair

Matthew Ramey '19

Kitchen Steward

Steven Max '19

Philanthropy Chair

Caden Moskowitz '19

Community Development and Sustainability

David Dangond '19

Board Members

President - Jeff Koblick '73

Treasurer - Patrick Lynch '08

Chapter Advisor - Pete Marshall '77

Hall of Fame - Bob Leslie '51

Major House Projects - Perry Haviland '60

Young Alumni - Angelo Genasci '06

Parents - Robert Locke '76

Director - Gary Sherrer '76

2722 Bancroft Foundation

President - Rocky Gunderson '72

Secretary - Bill Rodgers '60

Treasurer - Jeff Koblick '73



LETTER FROM THE EA

Gavin Janis '18

Hello Alumni, Brothers, and Parents,

My name is Gavin Janis, and I am in my second term as the SAE Cal Beta Eminent Archon. I am a senior, Men's Rugby student athlete, and Interdisciplinary Studies major with a focus on Business and Entrepreneurship. I am enjoying my second semester as President and cannot wait to finish strong.

Since our last newsletter it seems the world has been flipped on its head, and SAE Cal Beta has gone through COVID-19, the California fires, and much more. Thanks to the alumni, active members, parents, and others, we have been able to stay afloat during these times. First and foremost, Jeff Koblick and the rest of our housing corporation have gone above and beyond during quarantine to help the actives. They helped develop our COVID-19 guidelines, and because of this we are proud to say that we were the only fraternity to make it through the Summer COVID-19 free.

Thankfully, there has been plenty of good news since our last newsletter. The first ever virtual Fall Rush just concluded, and thanks to the hard work of the brothers we have found eight new brothers that will make a great addition to the Chapter. These young men show great promise, and we cannot wait to teach them what it means to be a brother of SAE. To no surprise, the physical house is in great shape as usual thanks to Noel and the housing corporation. In quarantine we have put in new redwood flooring on the back sun deck, purchased a plethora of gym equipment, and even fixed up "the Pit" with a fresh paint job, no slip tile, and A/C unit. These fantastic upgrades have been thoroughly enjoyed by the active members, and we look forward to making more.

We were sad to see Taylor Damron, Mikey Williams, Jack Lebeau, Jack Cosca, Charlie Lagomarsino, Blake Peterson, Nico Brightbill, Duncan Froomer, Matt Mitchell, Joe Sterner, and Henry Smith graduate earlier this year, but these young men had a great run at Cal. They will all be missed and we are excited to watch them pursue greatness and change the world in the years ahead!

Lastly, thanks to all who read this newsletter. It's alumni like you who stay involved with our chapter and give us the opportunity to go through college as members of Sigma Alpha Epsilon. Thank You!

Phi Alpha & Go Bears,
Gavin Janis
Eminent Archon

Ted Bartlett '88 415.254.0711,
Ted@BartlettRE.com, is offering these 150 cases of this excellent Oak Knoll District Napa Syrah and Petite Sirah for \$1000 per case with 100% of the sale proceeds to be donated to Cal Athletics, local art and community organizations during the forthcoming challenging holiday and winter seasons. The labels feature art from San Francisco artist fnch.com.

Please call or email for the donation link.





UNDERGRAD PROFILES



Caden Moskowitz ('19)

Caden Moskowitz is a sophomore from Los Angeles who studies business and enjoys starting projects on his own with his friends in SAE. He maintains a 4.0 GPA and is a part of the Vendition Sales Society at UC Berkeley because he believes that the head of a company should always be the best salesman.

Outside of Berkeley, Caden is a founding partner of Blue Ember Group LLC, a marketing agency with proprietary technology that monetizes Instagram followings for models and influencers all over the world.

Caden is active in the house as a Social Chair and Philanthropy Chair.



Conner Taherian ('19)

Conner Taherian is a senior at Cal studying Political Economy and plays on Cal's ice and roller hockey teams. Some of Conner's hobbies include playing hockey, golf, and following the financial markets.

During the last few summers, Conner has interned at investment banks in Newport Beach, San Francisco and Charlotte, NC. After he graduates, Conner plans to be an investment banker for Wells Fargo in the Energy & Power sector.

Conner is currently active in the house as the risk manager.

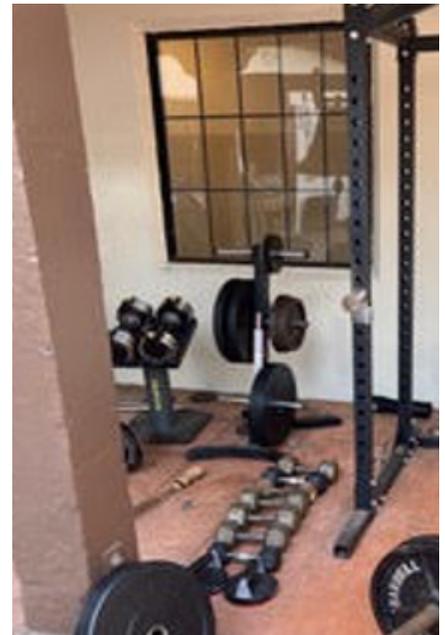


After a wonderful 125th Anniversary celebration last fall, 2020 has been a very unique year in Cal Beta SAE history. In March, with the onset of the COVID pandemic, most residents at 2722 Bancroft Way moved back to their homes to shelter in place and attend online classes. A handful of graduating seniors stayed around to make it through to their virtual graduation and there were no reported cases of COVID in the House.

During this past summer, members, sorority coeds and other boarders attending summer school virtually lived in the House. Fortunately, we again had no reported COVID positive cases in the House.

We prepared the House for the Fall semester with a full house of students attending online classes by adding exercise equipment in the Quad, renovating the sundeck, adding new BBQ's for outdoor cooking, and stepped up cleaning services. In September, some residents had positive COVID tests and the House voluntarily had everyone quarantine. The few students who had the virus had very minor symptoms and recovered quickly.

(Continued on next page)





Increased cleaning services during COVID



Renovated back stairwell

Presently, there are no positively tested COVID students. However, on October 7th there was an unplanned gathering of 30-40 students in the Quad late at night. UC Berkeley has put the chapter on probation until the end of the school year. Fortunately, everyone in the House is healthy and focused on doing well academically.

The Chapter House at 2722 Bancroft Way is owned by the non-profit Housing Corp., has the #1 best location at UC Berkeley, and is valued at over \$4 million. Over 2000 students have been Members and over 1200 Alumni are still with us (Go to SAECalBeta.org to see our Alumni directory). Cal Beta Alumni have been incredibly successful in business, politics, athletics and in shaping our society.

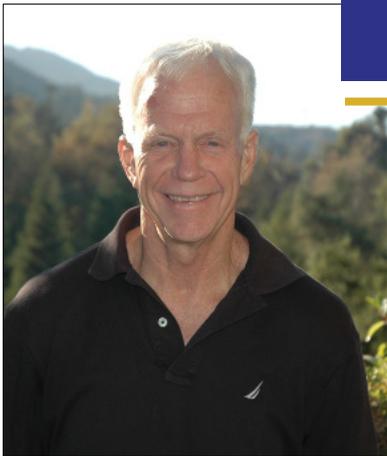
Thankfully we have had Alums and Members step forward throughout our history. During these challenging times, we appreciate your continued involvement and support for Cal Beta more than ever!

Jeff Koblick, on behalf of the Board of Directors



ALUMNI PROFILE

Rocky Gunderson '72



Rocky Gunderson pledged Cal Beta SAE in Fall of 1972. He hadn't considered fraternities into his plans at Cal but was persuaded by a high school friend, John McIntosh, to go through rush with him. It was clear that SAE was the class of

the fraternities he visited during rush. Both John and Rocky ended up pledging SAE and the rest is history! In his 4 years living in the house, Rocky served as the Treasurer his junior year and as Eminent Archon his senior year. While at Cal, Rocky kept busy playing football and rugby.

Rocky graduated in June, 1976 with honors (Tau Beta Pi) with a BS in Engineering. He then went on to Stanford to get his Masters degree in Engineering and later, to UCLA to get his MBA. At UCLA, Rocky was awarded the Ford Scholarship as the top performer in his business school class. It was at UCLA that Rocky met his future wife, Mary Jo Miller. Rocky and Mary Jo moved to Northern California after business school to work for Hewlett Packard and they were married 2 years later and have been happily married for the past 38 years. Rocky and Mary Jo currently live in Cupertino, but Rocky's work has taken him all over the world including moving his family to The Netherlands to live and work for 3 years for a Dutch start-up (Baan) as the VP of Product Marketing and Product Management. As it turned out, that was a very successful business venture as Rocky helped take Baan public in 1995. They grew Baan to over \$1B in global software sales over the next 5 years. Since moving back to the states, Rocky has co-founded a company and has been an advisor to numerous start-ups and mid-sized companies. In addition, Rocky was the Chair of the Investment Committee of the UCLA Venture fund for 5 years, where he drove the Fund's investment in 15 start-ups. Currently, Rocky advises small and medium sized hardware and software companies on optimizing and scaling their supply chains and sales and marketing operations as a Senior Consultant with OnTap Consulting.

Rocky and Mary have two children, Matt, who was an SAE at UCLA and Jenna, a Varsity Water Polo player at Stanford. After working with a successful health care start-up, Matt went on to get his MBA at the Haas School of Business and now serves as the VP Finance at a really cool Austin based cookware start-up called Made-In. If you are into cooking, check out their website, <https://madeincookware.com/>. After graduating from Stanford, Jenna moved to New York and worked in the media agency world for 3 years. She returned to work in product marketing for Pandora and after that for Sony in their streaming media service Playstation Vue. Jenna recently joined

The Athletic as a product manager and is living her passion as a huge sports enthusiast, working with the leading subscription-based sports website that provides ad-free national and local sports coverage.

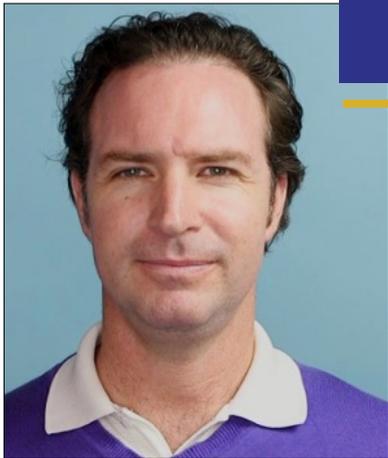
Jeff Koblack recruited Rocky onto the House Corporation Board in 2011 at a Cal football game they were attending together. Rocky served on the Housing Board in various roles until 2019. According to Rocky, "It was great to get back into the house and work with the students, as well as to help the Board maintain and enhance one of the best places to live on campus. We definitely had some challenging times with the University and with National, but each year, the Board stayed focused on maintaining high standards for student living, while also providing support and advice to the SAE leadership team. It was a pleasure and honor to join a team of dedicated volunteers who had shepherded the house through so much, but when you have lawyers, real estate experts, architects, CFOs and very successful professionals as board members to work with, there are no challenges that cannot be successfully managed through."

In 2019, the 2722 Bancroft Foundation was created as a not-for-profit 501(c)(3) corporation where Rocky currently serves as its President, along with Jeff and Bill Rogers. Those alumni believed that we needed to establish an organization separate from the SAE Housing Corp. This provides an opportunity for our members to take full advantage of their time at Cal to achieve their educational dreams, leading to success professionally, socially, and philanthropically. Our alumni can donate to this worthy cause and get a tax deduction. The Foundation plans to work with students that need help to fully take advantage of their incredible opportunity at Cal. With Rocky's strong entrepreneurial background, he is very excited in particular to build programs that encourage young SAEs to develop and pursue their business dreams while at Cal. The team is just building out the Foundation Board, so if anyone is interested, please contact Rocky, Jeff, or Bill for more information.

Along with his consulting work, Rocky spends as much time as possible at his cabin in Lake Tahoe with Mary Jo and their Golden Retriever, Buster. You are likely to find them hiking, water skiing, or mountain biking somewhere around the lake. Rocky also serves on the Board of Directors for the Tahoe Boat Company Owners Association.

ALUMNI PROFILE

Joseph Quinn '95



As a recent graduate from Berkeley, Joseph worked under Jeff Tedford, training Cal Football for 7 seasons. Challenged with demonstrating student-athletes progress in the method for coaches and trainers, he developed a

unique tracking system inspired by baseball sabermetrics. Inspired by this creation and seeing an opportunity, Joseph knew that he could apply it to other industries and set forth in the tech start-up world across the bay.

Joseph's goal was to integrate the global Pilates industry and connect Pilates to the future of preventative healthcare. In 2015 he launched the Pilates Metrics app that is now the Pilates Metrics

platform. Joseph and his team have raised \$1.1M in start-up capital. Pilates Metrics is currently being acquired by Pear Sports, with the deal set to close by December 31st.

Since graduating from Berkeley, one of Joseph's many accomplishments has been opening Real People Pilates in 2004, an award winning small business on Telegraph Avenue. Joseph was also selected for incubator programs by Pfizer in 2016 and Google in 2017. Joseph also now has two utility patents from the USPTO.

Joseph is married with 3 young children. He lives and surfs in San Clemente, California. In addition to his entrepreneurial spirit, he still plays music with a new release coming to Spotify and other platforms in January.

OTHER ALUMNI UPDATES

Robert Gillanders '75 is the Founder of Colvos Law, PLLC. He currently lives in Gig Harbor, Washington. He has career experience in startup and distribution law. Robert graduated from UC Berkeley in 1977.

Kurt Strasmann '83 is an Executive Managing Director for CBRE, Inc. He has been in Commercial Real Estate for over 25 years. He and his wife Cynthia currently reside in Newport Beach, California, and have three children. He graduated from UC Berkeley in 1985 with a degree in Political Economics of Industrial Societies. Along with being a brother of SAE, Kurt was also a member of UC Berkeley's track team. Kurt spends his free time hiking, skiing, and giving back to the community.

Ryan Franke '98 is the co-founder and current CEO of the Mental Health Collective as well as the Principal Management Consultant for Ethos Behavioral Healthcare Consulting. He currently resides in his hometown of Newport Beach, California. Ryan graduated from UC Berkeley in 2002 with a degree in

Business Administration and Management. He later went on to get his Masters of Business Administration (MBA) degree from the University of Southern California graduating in 2015.

Tyler Kreitz '98 is the current COO at ADVNC Lacrosse. He and his wife currently live in the San Francisco Bay Area and have two children. Tyler graduated from UC Berkeley in 2001 with a Bachelor of Science in Integrative Biology. Along with being a brother of SAE, Tyler was also a member of the men's lacrosse team, going on to coach at both UC Berkeley and Stanford University. He is a published writer and in his free time enjoys outdoor activities like surfing, skiing, hiking, and spending time with his family.

Dr. Castrine Hart '99 is a Managing Director for Goldman Sachs Europe. He and his wife Carolina live in Monaco City, Monaco. He graduated from the University of California, Berkeley in 2003.

LET US KNOW what you are doing!

Please send us your news and/or photos to mattnoble@fmgtucson.com so we can share with everyone.

Also, take the time to update all of your contact information here: <https://www.saecalbeta.org/alumni-profile-update>



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Cal Beta Chapter
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THANKS TO OUR SPEAKERS ON THE CAL BETA CAREER PANEL ON NOVEMBER 15

Niels Andersen '81, Partner, Altrinsic Global Advisors
Adam Clammer '89, Founding Partner, True Wind Capital
Nick Cuniffe '99, VP of Product Management, SpotX
Lee Dresser '76, Neurologist, Wilmington Neurology Consultants
Tim Manning '92, VP, Mazda North America
Neal George '90, Vice President, Strategic Accounts, Zuora
David Morgan '93, Sr. Employee Benefits Manager,
Morris & Garritano Insurance
Ross Perich '82, Communications Director, Fivetran
Craig Walker '83, Founder & CEO, Dialpad

If you are willing to speak on a future career panel, email matt.noble@fmg Tucson.com.

SUPPORT CAL BETA THROUGH GIVING OPPORTUNITIES



LEGACY GIVING

Please consider leaving a legacy with Cal Beta that helps us fund housing upgrades, career and leadership programs, and scholarships in areas you would like to impact. Learn more about

Cal Beta's Leave-a-Legacy Program at
<https://www.saecalbeta.org/leave-a-legacy>.

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