



BUILDING BETA ALPHA

BUILDING CAMPAIGN OF PI KAPPA PHI · BETA ALPHA CHAPTER
NEW JERSEY INSTITUTE OF TECHNOLOGY



CAMPAIGN LEADERSHIP

Building Beta Alpha Campaign Ambassadors

"NJIT gave me a cost effective, high quality education. Pi Kapp gave me a sense of belonging, a support system and opportunities for personal growth. The Beta Alpha Campaign is a once in a lifetime chance to give back and ensure that the same opportunities can be offered to those who follow in our footsteps."

- Gerry Kurth BA247



Bill Kowalski BA 109
 John Seazholtz BA 138
 Mario DiMasi BA 217
 Gerry Kurth BA 247
 John Lavery BA 258
 Kenneth Bigos BA 305
 Russ Chomiak BA 310
 Ted Cassera BA 321*
 Steve DePalma BA 322*
 Don Van Houten BA 323
 Robert Russo BA 332
 Jim Krucher BA 341*
 Ronald Keating BA 346
 Bill England BA 353
 Aivars Krumins BA 360
 John Lee BA 385*
 Paul Lavella BA 393
 Rick Labinsky BA 400
 John Pugliesi BA 402*
 Michael Cushing BA 407
 Paul Bamburak BA 412
 Richard Culp BA 418
 Rick Pedersen BA 428
 Dave White BA 432
 Sean Fahy BA 455
 Bill Nichols BA 478
 Tom Graham BA 507
 James Adams BA 508
 Tony Castillo BA 601
 Ray Guillen BA 618
 Paul Santos BA 622
 Pat Guerra BA 629*
 Kedar Joshi BA 674
 Brandon Sorensen BA 680
 Paul Foglia BA 735
 Javier Vasques BA 760

*Building Beta Alpha
 Executive Committee



Warren Street Greek Village Ground Breaking - May 2012



Beta Alpha Chartering Banquet - May 1948



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NATIONAL CAMPAIGN HEADQUARTERS: P.O. BOX 80828 • ATLANTA, GA 30366 • 770-903-3987
NEW JERSEY CAMPAIGN HEADQUARTERS: OFFICE OF UNIVERSITY ADVANCEMENT • NJIT
UNIVERSITY HEIGHTS • NEWARK, NJ 07102-1982

Brothers,

A new chapter in Beta Alpha history is about to begin!

For years, Alumni from Beta Alpha Chapter have been discussing the need for a new Beta Alpha chapter house. As you know, the current chapter house at 249 MLK Blvd (High Street) is several blocks away from campus and was built over 120 years ago as a row house which now stands alone as one of a few remaining structure on the entire city block. Over time, the house's infrastructure has deteriorated and it has become obvious that it no longer meets the needs of Beta Alpha, and while that house has served as our home since 1964, it is time to turn the page and begin a new era in Beta Alpha history.

The Housing Corporation Board of Trustees (BOT) examined all options, including renovation, onsite demolition / new construction, offsite purchase, and offsite new construction within NJIT's contemplated Greek Village. Ultimately the Board determined that the best course of action was to wait for NJIT to move forward with its Greek Village. We are proud to say that day is finally here.

On May 1, 2012, NJIT broke ground on the Warren Street Village project, whose main components include a 360 bed honors dorm and 10 duplex-style Greek houses. Based on the confidence gained during our fundraising Campaign Feasibility Study conducted in 2010, Beta Alpha has entered into a reservation agreement for one of the 10 Greek houses which will sleep 24 men, and has commenced the Building Beta Alpha fund raising campaign. Through the efforts of the Beta Alpha Board, the Pi Kapp house will contain significant special features that will set it apart from the other NJIT Greek houses, in a village setting that will be a hub of NJIT campus activity.

Our Building Beta Alpha Campaign goal is to raise \$1,000,000. We need your financial help to leave an indelible mark in the history of Beta Alpha. We have arranged for contributions to be financed over five years to make it easier for all Beta Alpha Brothers to make meaningful gifts.

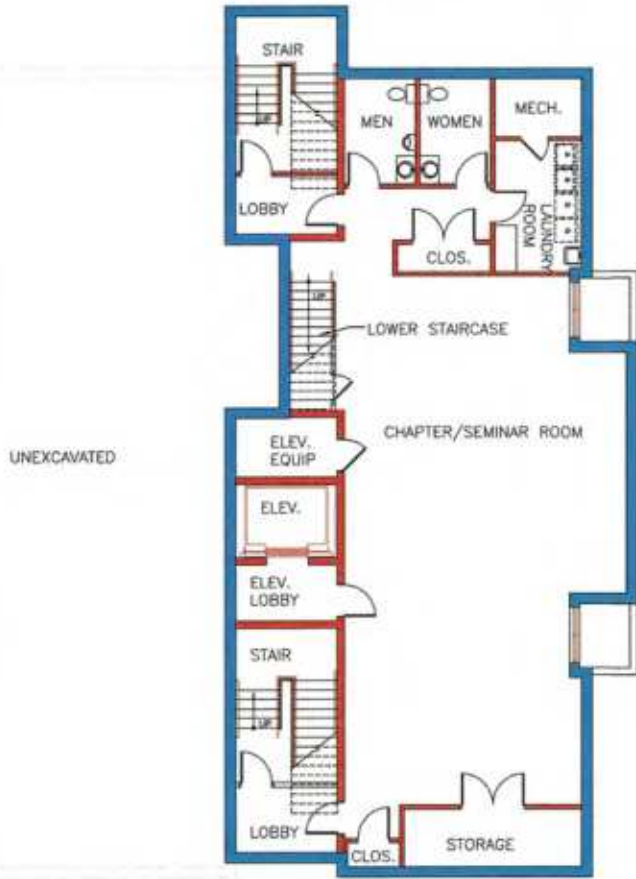
We are also happy to advise that we have arranged that all donations up to a cumulative \$1 million will be tax deductible, with contributions for Building Beta Alpha payable to the 'Foundation at NJIT', and then 100 % applied to pay down the mortgage for Beta Alpha. In addition, all Building Beta Alpha Campaign contributions will receive double credit! First, as a tax deductible gift to the Building Beta Alpha Campaign, and second as NJIT gift recognition in their annual NJIT gift acknowledgement publication.

The new house in the Warren Street Village is our once in a lifetime opportunity to position Beta Alpha for continuous and uninterrupted 21st century excellence at NJIT. A successful project will take the dedication and support of each of us, as Brothers. For project and campaign updates go to www.betaalpha.com. Please take the time to read through the Campaign Brochure and join your Brothers in making a pledge to Building Beta Alpha today!

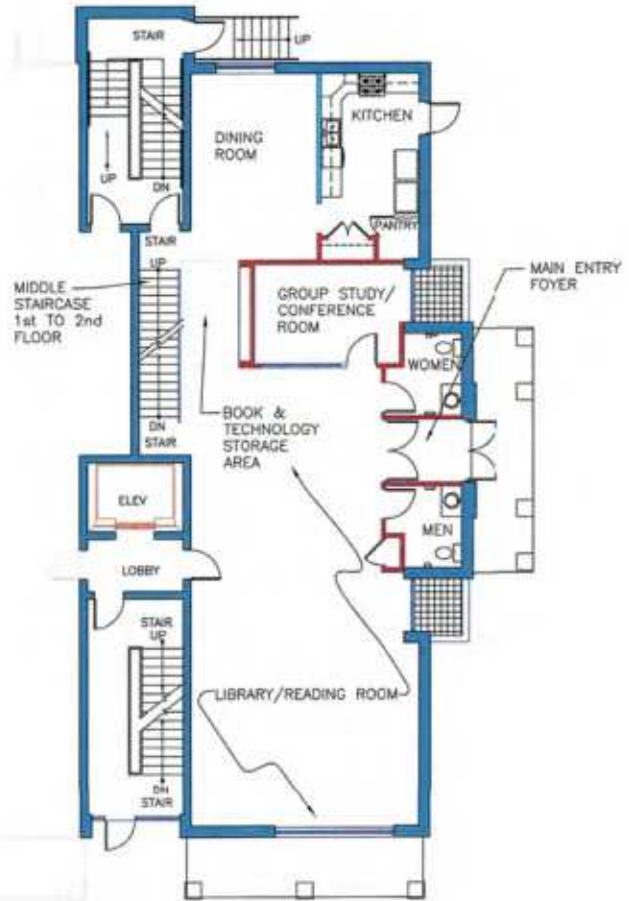
Sincerely,

Ted Cassera, BA 321
Building Beta Alpha Campaign Chairman

BETA ALPHA FLOOR PLANS - BASEMENT, FIRST, SECOND,



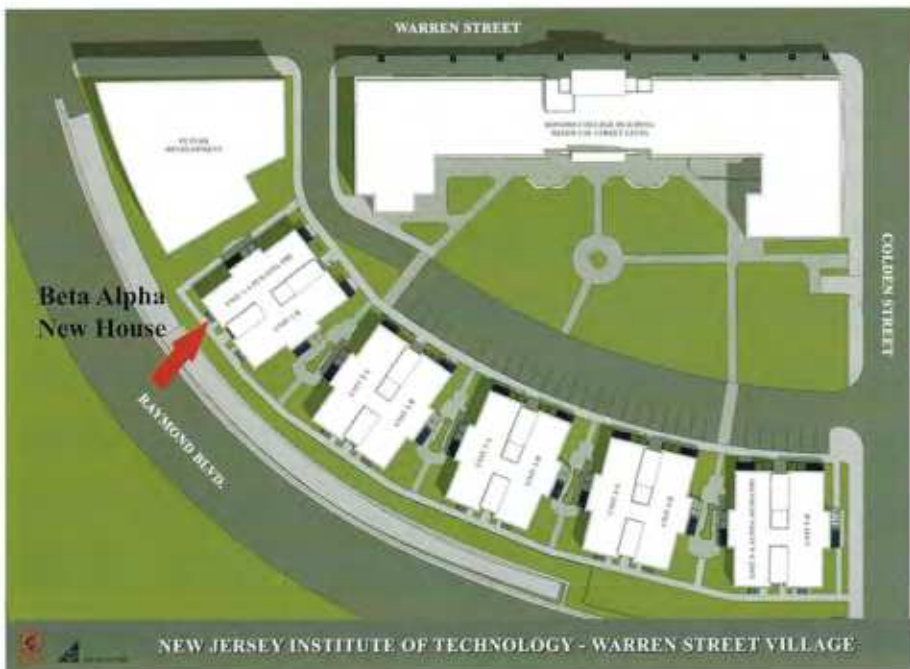
PI KAPPA PHI
BASEMENT



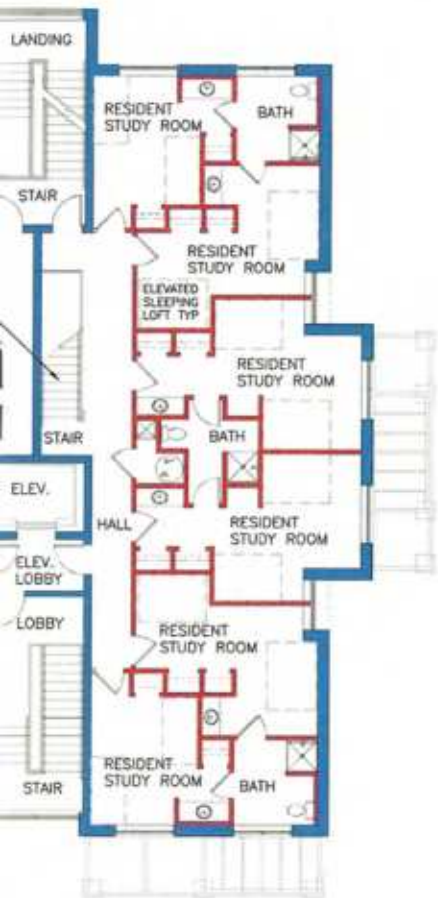
PI KAPPA PHI
FIRST FLOOR

MIDDLE STAIRCASE 1 TO 2nd FLOOR
UPPER STAIRCASE 2 to 3rd FLOOR

BETA ALPHA SITE LOCATION AND ELEVATION



SECOND & THIRD FLOORS



PI KAPPA PHI
SECOND & THIRD FLOOR

N



ROOM DEDICATION GUIDELINES

Donors have an opportunity to dedicate a room or area of the house in their honor. In addition, donors may dedicate a space in memory of a designee. Suggested designees include a fraternity brother, friend, family member, or group of Beta Alphas such as the Pledge Class of 1985.

Requests for dedication opportunities are available on a first-pledged, first-served basis and remain available until the space is requested and confirmed. Please note that multiple donors will not be allowed to combine gifts for dedication opportunities, except that if a Brother's company makes a matching gift, the combined gift can be applied to a room dedication opportunity by that individual Brother.

Permanent and attractive plaques will be placed in a prominent location in the selected room to honor its donor. Donors will be recognized at the house dedication and will have a special opportunity to view their selected space.

A campaign representative will work with eligible donors to ensure that their dedication designation is appropriately configured. Donors will receive a proof of their plaque wording for review and verification prior to casting. The Beta Alpha Corporation Board of Trustees has final approval of dedication.

Thank you for considering a Dedication Opportunity.

ROOM PLAQUE EXAMPLE:

This Resident Study Room was donated by

Brother and Mrs. Paul Smith - Initiated 1955

Please be sure to verify how you would like your name to appear.

ROOM DEDICATION OPPORTUNITIES

Price	Room/Locations	Floor	Rooms
\$200,000	Library/Reading Room	1	1
\$100,000	Chapter/Seminar Room	B	1
\$100,000	Group Study/Conference Room	1	1
\$50,000	Dining Room	1	1
\$50,000	Kitchen	1	1
\$50,000	Main Entry Foyer	1	1
\$25,000	Resident Study Room*	2,3	8
\$10,000	½ Resident Study Room*	2,3	8
\$10,000	Beta Alpha Giving Society Wall	**	1
\$10,000	Beta Alpha Archon's Wall	**	1
\$10,000	Al Brown National Recognition Wall	**	1
\$10,000	Beta Alpha Brotherhood Wall	**	1
\$10,000	Beta Alpha History Wall	**	1
\$10,000	Peter Jensen Rose Garden	Yard	1
\$10,000	Laundry Room	B	1
\$10,000	Lower Staircase	B-1	1
\$10,000	Middle Staircase	1-2	1
\$10,000	Upper Staircase	2-3	1

*The blend of full and half Resident Study Room dedication opportunities is flexible and will be adjusted to accommodate the largest number of pledges in each category.

** Prominent wall location to be determined after furniture layout design.

CAMPAIGN FAQs

Why do we need a new house?

The impetus for this project rose from a long-standing need for upgraded housing for Beta Alpha. All the major systems need to be replaced, and many different options including purchasing a better facility in the area, finding another property to build on, renovating the existing house, and building a new house at our current location have been explored. Over the past several years the Beta Alpha Housing Corporation Board of Trustees (BOT) has been reluctant to make improvements to the house unless they were for life safety (i.e. sprinkler system) or absolutely essential. They wanted to preserve capital given the uncertainty of Greek community housing at NJIT. The land and Chapter house structure are owned free and clear with no debt.

NJIT has also been planning for the future, and set aside an important parcel of land to be used for future Greek housing. The proposed "Greek Village" is part of a larger project called Warren Street Village. It will include 5 duplex-style Greek facilities (10 houses total), a 360 bed honors dorm, retail, gym, and dining facilities. Once completed in the fall of 2013, Warren Street Village will be a hub for activity on the campus, and the center of Greek Life at NJIT. This is the opportunity we've been searching for!

Purchasing a new house in Warren Street Village ensures that Beta Alpha will have a safe and competitive facility at an attractive location, which is key for future growth and continued chapter excellence. The distinctive features being incorporated into the new Beta Alpha house versus the 9 other houses will give Beta Alpha a prominent place in the new Greek Village, and amongst NJIT Greek organizations.

What will the new house contain?

The Pi Kappa Phi house will contain 10,255 square feet and will occupy half of one of the five duplex Greek buildings in the Warren Street Village. Beta Alpha's new home will be the only house in the village with a basement, which will include an incredible 2,863 square feet of 9 foot minimum clear ceiling height space, housing a finished multipurpose Chapter/Seminar Room, and a laundry room and two bathrooms. The first floor will house the kitchen, dining room, study/conference room, library, reading room and two bathrooms. The second and third floors will include a total of 12 resident study rooms that will provide housing for 24 brothers. The resident study rooms are designed to sleep two brothers and are arranged in a suite style, with one room on either side of the suite bathroom. Both the second and third floors will have 3 suites, or 6 rooms, totaling 12 brothers per floor. The house will have central air conditioning, state of the art technology wiring, a shared elevator (ADA code), and complete fire protection and security systems, as well.

What will the new house cost?

Some Greek groups have chosen to rent from the university, while others have decided to buy. Since purchasing our home will put us in the strongest position for the future, we have entered into a reservation agreement with the university. The land will be on a

99-year lease from the university. Our current projections, including special features unique to the Beta Alpha house, put the total project cost at approximately \$2,500,000.

How will the new house be paid for and sustained?

Beta Alpha enters this project in a solid financial situation. The current house has been paid off for over 30 years. The university has sold 30 year tax-free bonds, and our mortgage interest rate will mirror the rate of the bonds at 4.4% over 30 years! In addition, NJIT realizes the time it will take for us to raise money through our campaign, and has created provisions for short term financing to be available for the 20% minimum down payment, which will essentially be borrowed against the pledges made through the Building Beta Alpha campaign.

The success of this capital campaign will play a large role in ensuring our future financial stability. Additionally, the BOT will be overseeing the sale of the current house, and will be applying those funds to reduce the 30 year mortgage with no prepayment penalty. Costs for real estate taxes, utilities, insurance, and building repairs and maintenance will be our responsibility, and our pro forma takes these necessary expenses into account. The new house will have 24 beds and individual room rent will be initially set at approximately \$7500 per year which is equal to on campus dorm rent. Filling the house to capacity on a yearly basis will help to pay down our loan and build our reserves for the future.

"I have volunteered to be an Ambassador and I am participating in the Building Beta Alpha Campaign to allow Beta Alpha to continue to provide young men with an opportunity that provides a beneficial to me as an undergraduate – an opportunity to enrich their collegial experience and, hopefully, the rest of their life."

- Don Van Houten BA3

PRO FORMA FINANCIALS

Professional Fees & Fundraising - 8%

Building Construction & Furnishings - 88%

Project Cost - \$2,500,000

ND INFORMATION



What happens if the campaign is not a success, or we don't reach our fundraising goal?

The results from the feasibility study we conducted with professional fundraising consultants, The Laurus Group, have given us confidence that we can raise \$1,000,000 in campaign pledges to be paid out over 5 years. While our financial models are conservatively based on the possibility of raising less than the anticipated fundraising amount, exceeding that amount would only be of benefit for Beta Alpha....the more we raise, the less we have to borrow.

Who will own the house, and the land on which it will sit?

The Beta Alpha Corporation will own the house itself. The university owns the land, and the Beta Alpha Corporation will have a ninety-nine year renewable land lease. Some Fraternities and Sororities in the Greek Village have chosen to rent their house from NJIT. The Beta Alpha Board believes it is in the best long term interest of our Chapter to own our new home.

What are the details behind the ninety-nine year land lease with NJIT?

The land lease with NJIT is \$10 per year for 99 years, and is payable in advance. Therefore, Beta Alpha will pay \$990 at the time of lease execution and will have the land for the next 99 years. Beta Alpha can, at its option, renew the lease for additional 99 year

periods upon payments of an additional \$990 per 99 year period. Essentially, the lease is \$10 per year forever, unless the lease were to be terminated for cause or by mutual consent.

Who will control and govern the Warren Street/Greek Village?

All Fraternity/Sorority owners and lessees and NJIT will make up a Greek Village Housing Council (think Co-Op Board). NJIT will have 3 votes, and each renting Fraternity and Sorority within the Village will have one vote and as an owner, Beta Alpha will have two votes. Each Chapter Housing Corporation will be responsible for the operation and management of their respective house. The Greek Village Housing Council will be responsible for establishing the rules and responsibilities of the Village.

How do we know the Warren Street Village Project will even be successful?

As of February 1, 2013, 70% of the space in the 10 Greek Buildings then under construction in the Greek Village was already spoken for by NJIT Greek Organizations, with the most recent space being taken by three prominent NJIT fraternities originally not interested but recently scrambling for space within the Greek Village realizing that in the future, NJIT fraternities will have to be housed in the Warren Street Village to be successful.

What efforts are being made to maintain a high membership standard?

Our Undergraduate Chapter is doing well. We had 25 Brothers at the end of 2012, took on a pledge class of 15 in February 2013, and have a growth plan in place to have 40 members by the end of 2013. Additionally, a tremendous amount of support, leadership, and oversight is being provided by our alumni advisor, David White BA-432, and the Board of Trustees. Following the spring 2012 semester, the chapter was recognized within the NJIT Greek community for their hard work, taking home awards for Excellence in Chapter Development and Leadership. In 2012 Pi Kappa Phi National awarded Beta Alpha Chapter with the "Retention Excellence Award" and the "Commitment To Continued Growth Award," Archon Javier Vasquez was named Chapter President of the year and David White received the Volunteer Chapter Advisor Award.

What happens if the chapter is suspended, closes, or is unable to fill the 24 beds?

We realize that our future success relies on the men's ability to excel as a chapter. However, it is only prudent to plan for the worst. As part of our agreement with the NJIT, should the chapter not be able to fill the 24 beds, or in the event the chapter is temporarily suspended, the university will work with us to help ensure we have tenant students filling those beds, and will also assist in collection of past due rent. In the unlikely event that the Chapter ever is temporarily suspended or temporarily closed (and we cannot fill the house with tenant students), then NJIT will permit debt forbearance to permit chapter recolonization.

NCIAL INFORMATION

Funding

agencies - 4%

60% - Loan



Future Sale of 249 Martin Luther King Blvd (AKA High Street) to be credited toward loan upon sale.

CAMPAIGN FAQs - CONTINUED

Does Beta Alpha Housing Corporation have any building funds?

Yes, over the years the Housing Corporation, who has been an excellent steward of the chapter's financial resources, had accumulated and maintained funds of approximately \$140,000 reserved for new or rehabilitated Beta Alpha housing costs. These funds have recently been used for major improvements at 249 MLK Boulevard aka High Street, such as fire sprinkler system installation dictated by new codes and major heating system repairs. More recently the balance of these funds have been used for expenses associated with the Warren Street Greek Village project including fund raising, new house reservation agreement deposit and legal fees.

Where will my money go once donated?

Since contributions for those portions of the house that will be utilized for education will be tax deductible and since it has been determined that \$1 million of the construction cost will be for such educational space, all campaign contribution pledges up to an aggregate of \$1,000,000 will be tax deductible. To facilitate that tax deductibility, pledge payments will be payable to the "The Foundation at NJIT," with "Building Beta Alpha Pi Kappa Phi" in the memo portion of the check, and will be then applied to pay down the debt for the new Beta Alpha house. Pledges will be received on a first come first served basis towards the \$1,000,000 ceiling.

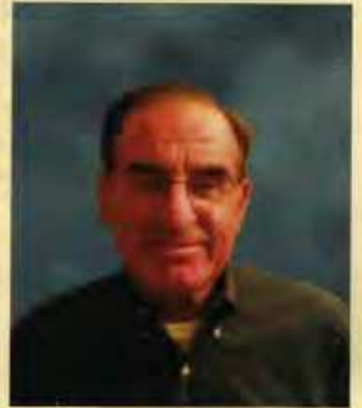
Tax Incentives: As mentioned above, all pledges made up to an aggregate of \$1,000,000 will be tax deductible to the extent allowed by law.

How will my gift be recognized?

All Building Beta Alpha gifts in the form of checks payable to The Foundation at NJIT will be recognized by Beta Alpha, and will also be recognized as a contribution to The Foundation at NJIT in the annual NJIT gift acknowledgement publication. All Building Beta Alpha gifts will be categorized into various giving societies and will be featured on a permanent recognition display



"Reflecting back on my freshman year at NCE, without a doubt, it was the most difficult, challenging and frustrating year of my life due to the transition from high school, commuting and the difficult curriculum. There was a need for friendship, common interests, an outlet and more. Visiting Beta Alpha I decided Pi Kapp was what I needed and therefore pledged and became a brother in my sophomore year. That decision changed my entire experience at NCE and provided many lifelong friends. I have volunteered to be an Ambassador to help Beta Alpha with its housing needs, knowing that the long needed new house will allow other students to enjoy similar satisfying experiences."



- Bill Kowalski BA109

wall in a place of prominence in the new Beta Alpha house. Gifts of \$10,000 or more will be eligible for Beta Alpha house Room Dedication Opportunities relative to the size of the gift.

To whom should I make out my check?

Tax-deductible pledges (first come first served up until the \$1,000,000 ceiling) should be payable to the "The Foundation at NJIT" with a memo stating "Building Beta Alpha Pi Kappa Phi."

Matching Gifts: If your company has a qualifying matching gifts program, you will receive donor credit for both your pledge amount and the amount of your company's matching gift. Please contact our account manager, William Murphy at wmurphy@thelaurusgroup.net or 770-903-3987 for assistance with this process.

Stock Gifts: You may utilize appreciated stock to fulfill your campaign pledge commitment. If you wish to make this type of gift please contact our campaign chairman, Ted Cassera at tcassera@omland.com or 973-214-9797 and he will assist you with the procedure for that type of pledge commitment.

Estate Gifts: The campaign needs short term dollars in order to pay down the new house mortgage. However, if you wish to designate a gift through your will, trust, life insurance, or by some other means, your gift will be very much appreciated. Please have your attorney or estate planning counsel coordinate with Campaign Chairman, Ted Cassera, to discuss how your estate gift to the Building Beta Alpha Campaign may be made through The Foundation at NJIT to have the opportunity to be tax deductible.

Gifts in Kind: Gifts in kind will be reviewed and evaluated on a case-by case basis by the campaign leadership.

HOW CAN YOU HELP BETA ALPHA?

GIVING SOCIETIES

ARCHONS SOCIETY
\$200,000 +

BETA ALPHA
LEADERSHIP SOCIETY
\$100,000 - \$199,999

WARREN STREET
VILLAGE SOCIETY
\$50,000 - \$99,999

249 HIGH
STREET SOCIETY
\$25,000 - \$49,999

ORDER OF THE ROSE
SOCIETY
\$10,000 - \$24,999

STAR AND LAMP
SOCIETY
\$5,000 - \$9,999

FOUNDERS DAY SOCIETY
\$2,500 - \$4,999

NJIT GREEK SOCIETY
\$1,000 - \$2,499

BETA ALPHA
BROTHERHOOD
SOCIETY
<\$1,000



"I am sure that many of you (like me) can say that the friends you met at the Beta Alpha Chapter house and the teamwork and leadership opportunities Pi Kapp provided have served you well throughout life. The new Chapter house will facilitate future students to acquire the fraternity values that have helped us."

- John Seazholtz BA138

Pledge Payment Breakdown Examples: All gifts or pledges up to a collective maximum of \$1,000,000 will be tax deductible and will be accepted on a first come first served basis. Please refer to the payment breakdown chart below to see how affordable your pledge to Beta Alpha can be!

5 Year Pledge Amount	Monthly	Quarterly	Semi-Annually	Annually
\$2,500 \$1,750	\$41.67 \$29.17	\$125 \$87.50	\$250 \$175	\$500 \$350
\$5,000 \$3,500	\$83.33 \$58.33	\$250 \$175	\$500 \$350	\$1,000 \$700
\$10,000 \$7,000	\$166.66 \$116.66	\$500 \$350	\$1,000 \$700	\$2,000 \$1,400
\$15,000 \$10,500	\$250 \$175	\$750 \$525	\$1,500 \$1,050	\$3,000 \$2,100
\$20,000 \$14,000	\$333.33 \$233.33	\$1,000 \$700	\$2,000 \$1,400	\$4,000 \$2,800
\$25,000 \$17,500	\$416.66 \$291.67	\$1,250 \$875	\$2,500 \$1,750	\$5,000 \$3,500
\$50,000 \$35,000	\$833.33 \$583.33	\$2,500 \$1,750	\$5,000 \$3,500	\$10,000 \$7,000

Amounts shown in red reflect the after-tax pledge amount presuming a 30% tax rate. Savings will vary based on one's individual tax circumstances. Check with your tax professional to determine the tax savings that the available tax deductibility will yield for you.



"By participating in the Building Beta Alpha Campaign I will be able to help support an organization that has given me more opportunities to not only meet and bond with great friends at NJIT but across our entire National Fraternity and into my professional career. Providing that opportunity for others who come after me is a legacy that I can be proud of."

- Brandon Sorensen BA680

THANK YOU IN ADVANCE FOR YOUR SUPPORT!!



PI KAPPA

