

# new york alpha news

NY Alpha Alumni Association of Sigma Alpha Epsilon • Cornell University

## Class Leadership: A Tale of Two True Gentlemen



*William D. "Bill" Perez*

To the brothers of the class of '69, Augustus Y. "Gus" Noojin and William D. "Bill" Perez are friends, brothers, great organizers of fun events, and leaders.

To brothers on the board and to other NY Alpha alumni, these two men are much more. Consistently through the years they have excelled in what they have done on behalf of Hillcrest, NY Alpha, and Cornell University.

This coming reunion will be no exception, and we expect a large contingent from the class to show up for their 45th reunion, as many have done for earlier ones. As usual, Gus and Bill are planning big things for this event, and it is sure to be a good time.

As many of you already know, Bill was a senior executive at S. C. Johnson before leaving to become president of Nike. Rounding out his career was a stint at The Wrigley Company, where he was able to orchestrate the successful sale of the company to Mars. But what you may not know about Bill is his support of NY Alpha over the years—which is what we really want to highlight here.

Bill Perez and his wife, Catherine, have been extraordinarily generous contributors to Cornell and SAE. For many years, they have provided scholarship support for active brothers through the Dyson Scholarship program. In addition, through his distinguished giving, Bill was recognized in our very first group of Levere Challenge contributors. I remember when, more than 20 years ago, Harris Palmer '62 and I were thrilled to get the first of many very generous contributions from Bill and Catherine for the Hillcrest SAE Development Fund.

In addition, Bill has always checked in

with members of the alumni board a few times a year to make sure we are getting the support we need—not only from the alumni base but also from Cornell. For Bill, supporting the NY Alpha Alumni Association goes way beyond his loyal financial support; it has always been about maintaining the health of the organization for future generations of Cornell SAEs.

Along that theme, Bill has lent his assistance as a Cornell trustee and a member of the Hillcrest alumni planning group entrusted with developing a Strategic Plan for the future of NY Alpha. In fact, Bill helped recruit Gus to lead our strategic planning committee.

Gus Noojin and his wife, Sandy, have also been extremely generous contributors to Cornell and SAE. Gus, too, is a Levere Challenge contributor dating back to 1994. For the last several years, he has been a member of the Cornell Council, a body charged with advising the university on key issues and retaining connectivity to key alumni so that Cornell can continue to expand and enhance alumni outreach.

Gus ended his successful 35-year career at Shell in 2004; his last position there was as president and CEO of Shell Gas and Power. In addition, Gus has been active on the boards of several organizations, including the United Way of Houston, All Kids Alliance, World Golf Foundation and the First Tee program, as well as the Houston Golf Association. Demonstrating Gus's commitment to his beliefs and values, many of those positions are specifically focused on the education and development of young people.

Whenever the alumni board has had a tough job to do, we have called on Gus, and that has surely been the right decision. He has never failed us. Not only is he heading our capital campaign to raise the funds necessary for renovation of Hillcrest before our anticipated



*Augustus Y. "Gus" Noojin*

reinstatement, but he has also thoughtfully managed the development of the Strategic Plan for NY Alpha, mapping the course for our return to Cornell. On both accounts we are indebted to him for his strong leadership, solid thinking, and judicious counsel in developing the best approach.

In fact, this is something Gus does better than just about anyone else. He is really good at getting the best possible results on projects he leads by helping everyone stretch their thinking, be creative and open-minded, and dig deep into a concept or issue before decisions and commitments are made.

Gus has been a stabilizing and guiding force during a very trying time for our organization. To say that we could have traveled this tough stretch without him is a gross misstatement.

So, to summarize, we are sure you all get the message here! Gus Noojin and Bill Perez are not only class leaders...they are NY Alpha leaders, and we are all proud to call them brothers, friends, and most importantly, True

(continued on page two)

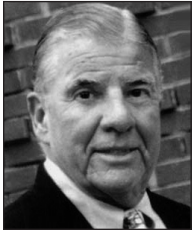
## SAE NATIONAL MAKES HISTORY!

Effective March 9, 2014,  
pledging is eliminated at  
all chapters.

Read more about major changes at  
[www.sae-cornell.org](http://www.sae-cornell.org) (login required).

*NY Alpha Mourns Passing of Furman South '43 (see page two)*

## NY Alpha Mourns the Passing of Furman South III '43



Furman South III '43, to some people Mr. SAE or Mr. True Gentleman, to others father, brother, or friend, passed away on January 18, 2014, at the age of 92.

He was a legend at Hillcrest, making his first trip to Ithaca at the ripe old age of seven with his father. Furman graduated from Cornell in 1943, long before most of us were born, but he did make a lasting impact on many of us. His dad, Furman '12, and brother, Richard '46, were also SAEs, as are his sons, Hank '69 and the late Cawood '71, and grandson, Cawood '95.

Furman was always active in SAE and Cornell affairs, including crew, and was for a long time head of the house corporation before Hillcrest was owned by the university. He never lost faith in NY Alpha, but he did recognize when it was time for him to yield responsibility to a younger team.

Last June was Furman South's 70th reunion. Can you imagine the stories he had to tell from age seven until his 70th reunion?

Furman will certainly be missed and remembered by those who knew and loved him for his long-time support and dedication to Hillcrest, NY Alpha, and Cornell University.

Read much more about Furman on the Tributes page of our website, [www.sae-cornell.org](http://www.sae-cornell.org).

Hal Sieling '62

## Class Leadership, cont'd.

(continued from page one)

Gentlemen. They are leaders in all they do.

In recognition of these two exemplary brothers, we will welcome them both back to Hillcrest in June, when we will bestow on them both the awards they deserve.

Augustus Y. Noojin III and William D. Perez are both True Gentlemen of NY Alpha. We are proud of everything they have both achieved—fraternally, professionally, and personally—since they were initiated in the mid-1960s.

I recently came across a quotation that I'd like to share in closing. It is so fitting to both men and perfectly appropriate for this occasion:

*If your actions inspire others to dream more,  
learn more, do more, and become more,  
you are a leader.*

- John Quincy Adams

Phi Alpha!  
Hal D. Sieling '62  
[halsieling@aol.com](mailto:halsieling@aol.com)

## Hillcrest: Your Ithaca Home

Your alumni board hopes that you will return to Ithaca and Hillcrest during Reunion week to see firsthand the improvements that have been made to Hillcrest over the past few years—all a result of your continued support.

Hillcrest looks the best it has for many years. Numerous projects have been completed over the last few years, but there is a lot more to do over the next several years.

The two big projects that have been completed are the makeover in 2011 and the reconfiguration this past year. The makeover was a top-to-bottom cleaning, painting, and repair effort to prepare for Hillcrest's rental occupants. The reconfiguration project was a major construction effort to increase the number of sleeping rooms by dividing larger rooms into smaller rooms. In addition, the two rooms off the kitchen were refurbished

to provide for a live-in resident adviser.

In addition, the northwest corner of the main floor has been opened up for premier lake viewing. Two large picture windows were installed, along with walk-through arches from the east and south. This project was truly a labor of love for all those involved. We are sure you will like it too!

Other cosmetic and maintenance projects will be completed in 2014.

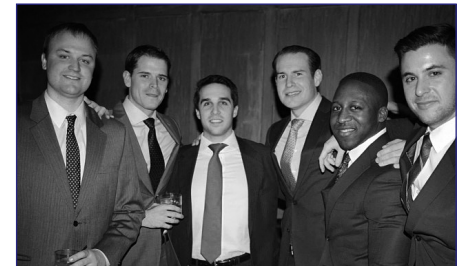
As indicated on the enclosure with our fall *NY Alpha News*, you can see even more progress on our website! Log in to [sae-cornell.org](http://sae-cornell.org), click on Facilities Update, and then click on the thumbnail pic below the "SAE Hillcrest Projects" link. A gallery of work completed is accessible from this same page just above the "2015 Project issues" link.

Our thanks to all of you ... your continuing support makes all of this work possible!

## "Brotherhood for Life" on Location in NYC

For the past three years, alumni from classes of 2000 to recent graduates of Cornell SAE have gathered in Manhattan to reunite with old friends for a night of music and dancing on the weekend before Super Bowl. This year, on January 25, 70 brothers from NY Alpha and their dates convened at Avenue Nightclub for the third annual alumni formal.

The formal was similar to those hosted at Hillcrest each year for Homecoming, Valentine's Day, or Paddy Murphy. Several alumni gathered with other members of their pledge classes for large group dinners beforehand and then came to Avenue for a night of fun with familiar faces. The private event was staged at one of New York's premier nightlife venues, and it promoted a message of post-graduation support for the house at a young age. A portion of each ticket sale was donated directly to the Hillcrest SAE



Class of 2008 alumni, from left to right: Matt Pemberton, Jeff Glick, Steve Fenty, James Norton, Yaw Etse, and Chad Christie.

Development Fund at Cornell. Numerous alumni traveled to the formal from locations outside of the tri-state area, including Ohio, Boston, Washington, DC, and Panama.

We hope this tradition will continue for many years to come!

James Norton '08  
[jbnorton1@gmail.com](mailto:jbnorton1@gmail.com)



Alumni brothers and their dates enjoy an alumni formal at Avenue Nightclub in New York City.

## The Phoenix Rises ... Indeed!

Late last year I established a new theme for our fundraising and chapter reinstatement strategizing, "The Phoenix Rises ... and So Must We."

As time passes during the period of the active chapter's suspension from Hillcrest and Cornell, I am seeing more and more signs that our brotherhood remains strong and that the message behind this theme is coming to fruition.

Bill Perez and the class of 1969 are planning to show up in large numbers for their 45th reunion and again are making their usual large dinner plans at Hillcrest. **The Phoenix Rises ...**

Cory Jackson '86 makes a special trip from Alabama to Ithaca at Homecoming this year just to inspect our potential kitchen restart needs at Hillcrest. **The Phoenix Rises ...**

And Cory Jackson takes over the dues program communications and in so doing leads us to an all-time record NY Alpha dues giving year. **The Phoenix Rises ...**

Ron Demer '59 notices an old lab coat from Lance Peters hanging in his doctor's office in Ithaca and asks if he can have it to display in the trophy case at Hillcrest. And Sean Mackay volunteers to write a bio of Lance to go along with it. **The Phoenix Rises ...**

James Norton '08 organizes yet another Young Alumni Formal for post-2003 grads (the third annual) in NYC to keep the bonds of the brotherhood strong—and this year decides to ask attending brothers each to make a small donation to the SAE Development Fund. The donation totals



**\$1,400! The Phoenix Rises ...**

When I run into Jarrett Banks '09 at Homecoming '13, he gives me his business card and tells me to notify him when the alumni board needs help with the reinstatement plan. Separately, Curtis Roddy '10 and James Norton '08 also offer to help. **The Phoenix Rises ...**

Every day that I get an email from Hal Sieling '62 (and it is every day ☺) about what needs to be done next with Gus Noojin's ('69) Strategic Plan, I am reminded that Hal is a one-man phoenix. **The Phoenix Rises ...**

As you read this, I ask you to consider grabbing the SAE phoenix by its fiery wings and joining this movement. Right now we need both your **money** and your **time**. It will **only** be with your help that we all can make the Strategic Plan happen once we have clearance to proceed from Cornell and SAE National. At this juncture, we are especially in need of younger alumni, like the guys who have been attending James's formals, to volunteer for our Strategic Plan implementation committees.

Tell us you're ready to help by emailing me (see below) or our alumni office in Ithaca ([alumnirecords@sae-cornell.org](mailto:alumnirecords@sae-cornell.org)).

Think of it as a great way to give back to NY Alpha and to work with your favorite brothers again and renew the bonds.

Make the Phoenix Rise,  
Mike Slusar '86  
Alumni Fundraising Chair  
[mslusar@embarqmail.com](mailto:mslusar@embarqmail.com)

## Take the NY Alpha Challenge!

Reinstatement of an active undergraduate chapter of SAE at Cornell is still a few years off, and there is no guarantee that it'll happen at all. But this is certain: It'll never happen through the mere passage of time. It will take both time and hard work.

We've reported in prior issues that a Strategic Plan has been developed and must be implemented starting now if we're to hope for reinstatement. We've also reported that the plan can't be implemented by board members alone—that your involvement is needed. Unfortunately, so far few have stepped forward to assist.

If you've contributed to the Development

Fund, or paid your annual dues, we thank you and sincerely appreciate your contribution. If you haven't, or if you have some time, please consider supporting us and/or volunteering to assist us in implementing some aspect of the plan. Please contact me or Hal Sieling ([halsieling@aol.com](mailto:halsieling@aol.com)) or send an email to [alumnirecords@sae-cornell.org](mailto:alumnirecords@sae-cornell.org) to volunteer.

Kevin Merriman '88  
President, NY Alpha Alumni Association  
[kmerriman@wardgreenberg.com](mailto:kmerriman@wardgreenberg.com)

**Sign up to volunteer!**  
**Email [alumnirecords@sae-cornell.org](mailto:alumnirecords@sae-cornell.org)**  
**or call 607-533-9200.**

## New York Alpha News

is published regularly by the NY Alpha Alumni Association of SAE for our members and friends. News and pictures are always welcome and may be sent by email to [alumnirecords@sae-cornell.org](mailto:alumnirecords@sae-cornell.org) or to Alumni Records Office, NY Alpha Alumni Association of Sigma Alpha Epsilon, P.O. Box 876, Ithaca, NY 14851-0876.

## Class of '64 Celebrates Its 50th ...

### *Along with Other Reunion Classes*

*(It's time to get organized, give, and help out!)*

Greetings as we plan for Reunion 2014!

The best way to make a reunion unforgettable is to recruit a group of your brothers and get them back to Ithaca for the weekend. Any brother wishing to get a contact list for his class or to volunteer to help can reach out to Hal Sieling ([halsieling@aol.com](mailto:halsieling@aol.com)) or Mike Slusar ([mslusar@embarqmail.com](mailto:mslusar@embarqmail.com)) to help make it happen!

This year we must all recognize that it is time to ensure that NY Alpha returns to Cornell as a leader within the Greek community—and as a premier choice and a beacon for success to discerning men wishing to be part of that community.

A few years ago, we started a successful tradition of asking reunion classes to make an extra gift to NY Alpha during their reunion years. This year we would like to continue to build on the momentum of our recent reunion-class campaigns. And while we are off to a good start this fundraising year, there is much to do to transform Hillcrest into a sought-after living space on campus. Indeed, we hope that all classes—not just reunion classes—will heed our call and give generously and step forward to help with the work ahead.

Ron Demer '59, Tim Davis '64,  
Gus Noojin '69, Eric Jorgenson '84,  
Steve Sinaiko '89, Svante Myrick '09

## REUNION 2014

..... JUNE 5-8 .....

Save the date for Reunion Weekend, and be sure to check [www.sae-cornell.org](http://www.sae-cornell.org) for more details in the next few months.

SAE cordially invites all of our alumni, family, and friends to enjoy refreshments at our cheese-and-cracker reception at Hillcrest from 4:00 to 6:00 p.m. on Saturday, June 7. Come by to enjoy the company of old friends and take a tour to see the recent upgrades to Hillcrest. The alumni board meeting will be held Saturday, June 7, at 2:00 p.m., and is open to all SAE alumni.

Hillcrest—including the deck—will be open to alumni on Friday from noon to 3:00 p.m. for a bring-your-own lunch gathering with the class of '64 and others. It will be open again on Saturday from noon to 7:00 p.m. No access except posted times please without CU OFSA approval in advance. Scheduled alumni access to Hillcrest will be posted on the front door and on our website during Reunion.

# ny alpha alumni news & notes

**William J. D. Escher '54** writes: "I am retired from the aerospace industry as a mechanical engineer, specializing in propulsion. I have written numerous papers and have obtained numerous patents for the companies I worked for. I received the George M. Lowe Award from the AIAA before I retired from the Science Applications International Corporation (SAIC)." Bill didn't graduate from Cornell but left early to take aerospace-related work. On assignment from the Naval Research Lab, he traveled to Cape Canaveral and became the countdown man for Project Vanguard. He helped launch the satellite from that Vanguard rocket (TV4), which is still in orbit. He now lives in an adult retirement community with his wife of 55 years, Loretta. Currently recovering from some medical challenges, Bill would like to stay connected with his SAE roots. Send well wishes to him at 2211 Clubhouse Ave., SW, Huntsville, AL 35802.

"Judy and I are enjoying our retirement in Hartsdale and at our lakeside cottage in the Adirondacks," reports **Roy A. Hassel '57**. "We celebrated our 52nd wedding anniversary this summer with all four children and five grandchildren, which made for a very full and happy time." Roy is currently serving as a trustee for the local Methodist church and is also on the board of directors of the Greenburgh Nature Center. He adds, "The pictures of Hillcrest improvements are most impressive!" Email him at royhassel@yahoo.com or drop him a line at 120 Harvard Dr., Hartsdale, NY 10530.

After 16 years in St. Louis, Nancy and **Dick Hyde '59** have moved to the Atlanta area to join their daughter and her family there. Writes Dick, "The pull of our terrific grandsons was just too much to resist!" They've moved to Suwanee, which is about 25 miles northeast of the city. He invites visitors and mentions an incentive: "It's quite close to where the Braves' AAA ball club, the Gwinnett Braves, plays." Make note of his new address: 7580 Portbury Park Lane, Suwanee, GA 30024. Email him at richardhyde@aol.com.

**Howie Miller '59** is the grandfather of **Brendan Miller '14**, the quarterback and captain of the Sprint football team and Quill & Dagger member. A finance major Hotel student, Brendan will join Goldman Sachs in June. Write Howie at 741 Jeffrey Rd., Moorestown, NJ 08057.



Still residing in Hilton Head, **James P. Baden '61** is doing volunteer medicine at a Volunteers in Medicine clinic. He's done extensive traveling in Russia, China, Australia, and New Zealand. He adds, "Have been in contact with **Bill Standen '58**, who lives here also. Stop by!" Jim is also still singing in the Hilton Head Barbershoppers. Get in touch by email at jpbadenmd@gmail.com or

by postal mail at 27 Dolphin Point Lane, Hilton Head, SC 29926.



We were happy to hear from Judi and **John Munday '62** that John has made an excellent recovery since his fall last year. In fact, he completed a one-mile walk this past December during a group fund-raiser for his church. Writes Judi, "Once he finished, he stayed outside and cheered every single finisher! It was easy to see how much he relished the chance to be part of a race event again. Remember it was just four months ago he was on the ICU fighting for his life with over 18 broken bones, a burst lung, and a concussion! Again, our thanks for all your support and notes during the past few months. We appreciate your part in his miraculous recovery!" John loves email and would enjoy hearing from brothers at jmunday@avantrex.com. (1204 Murray Dr., Chesapeake, VA 23322)

"My best to you all," writes **Michael B. Borowiec '82**, who has been practicing veterinary medicine for almost 26 years. The owner of Furry Friends animal clinic, "Dr. Mike" visits Cornell once or twice a year for hockey games—and he has two teens approaching college age! He adds, "Would love to hear from anyone from the early '80s. Bubba? Carl Habib? Where is everyone?" Keep in touch by email at mborowiec@roadrunner.com or postal mail at 2115 Sawyer Dr., Niagara Falls, NY 14304.



We have updated contact info for **Peter Young '11**, who reached his destination in Afghanistan after our fall issue went to press: 1LT Peter D. Young, B/3BSTB, 3/10 MTN DIV, TF Spartan, FOB Lightning, APO AE 09354.

## Chapter Eternal

We regret to report the passing of:

**Furman South III '43**

January 18, 2014

**Gordon Chester Jr. '47**

October 4, 2013

**Christopher L. Henderson '48**

May 5, 2009

**Joseph M. Thomas '53**

September 18, 2013

**Thomas S. Frank '54**

December 24, 2013

**John L. Kernell '55**

August 2, 2013

**Curtis S. Reis '56**

February 25, 2014



*Svante Myrick '09, mayor of Ithaca, with President Obama in January.*

## Remembering Curtis Reis

**Curtis Sanford Reis '56** died on February 25 in Los Angeles, California. He had been battling a number of illnesses over the years.

A Cornell leader as a student and an alumnus, Curt was SAE Eminent Archon, chair of the Willard Straight Hall Board of Managers, head of Freshman Orientation, and a member of Quill & Dagger. From a handful of Yemeni sand he created fictional Q&D member Narby Krimsnatch, a royal sheik who became a campus legend (see YouTube: Curtis Reis and Narby Krimsnatch Finally Meet).

The Reis family legacy, with substantial contributions from Curt and his wife, Pamela, his late father and mother (Sanford and Josephine '29), and his sister and brother-in-law (Dale '58, Dick '57), includes the Reis Tennis Center, Reis Family Lectureships to strengthen Arabic studies, the Jo Mills and L. Sanford Reis Scholarship Fund, the stage in the Schwartz Center's Kiplinger Theatre, and renovation of the Fall Creek hydroelectric plant. A recipient of the Rhodes Exemplary Alumni Service Award, Curt also co-founded Cornell Adult University (CAU) and served on the Athletics and Arts & Sciences advisory councils. Curt was a Cornell trustee and the class of '56 president for many years. He and Pamela are listed on the Library Terrace Wall along with other Cornell Foremost Benefactors. Even in success, Curtis throughout his life remained concerned for the unemployed, uninsured, homeless, and undocumented in America.

He leaves his wonderful wife, Pamela, a son, two daughters, and six grandchildren. I hosted Curt and his family when they visited Ithaca many times, and I was his guest in Rolling Hills twice as well. My oldest memory of Curt was dinner at SAE when I was pledging in 1956. It was customary for the EA to call on one of the pledge tables to stand and sing an SAE song. Someone had told Curt that I could not carry a tune, and he tapped his glass and called on my table to stand and sing "Marching Without Demer." He will be missed.

Ron Demer '59  
rd43@cornell.edu

*We'll post a tribute to Curt on [www.sae-cornell.org](http://www.sae-cornell.org) soon.*