



# Sigma Alpha Epsilon CAL BETA NEWS

UNIVERSITY OF CALIFORNIA, BERKELEY | FALL 2019

## CELEBRATING 125 YEARS

By any measurement, Cal Beta SAE is the #1 fraternity at UC Berkeley. We have 70 outstanding Members, over 1200 living Alumni and a 125 year history. Importantly, Alumni and Members own our House at 2722 Bancroft Way (valued at over \$5M), at the #1 best location at UC Berkeley.

What is truly remarkable is how successful and impactful Cal Beta's have been in business, politics, athletics and in shaping our society. After all, our Members were selected to attend the #1 Public University in the World and were then selected to become part of the #1 fraternity at Cal.

For all of us, attending UC Berkeley, being part of Cal Beta SAE and living at 2722 Bancroft were life shaping times. Since 1894, Cal Beta has survived and thrived through World Wars, Depressions, Communist Hearings, Free Speech Movements and People Park riots.

Thankfully we have had Alums and Members step forward throughout our history – whether it was operating the House each year, buying back the House in the 1970's, reopening a shuttered House in early 2000's, or more recently regaining the Chapter's Charter and active status at UC Berkeley.

On November 15th & 16th, hundreds of Cal Beta SAE's from all over the world are coming to celebrate our 125-year history and discuss how to prosper for the future generations. We will be having the largest Duck Dinner in history (240 attendees expected, with speakers AD Jim Knowlton and Dean Rich Lyons), a golf tournament, a BBQ at the House and USC Game Day events.

Go to SAECalBeta.org to see the schedule of events, to see who else is attending and to sign up to attend.

We look forward to seeing you then and for your continued involvement and support for Cal Beta's future!

**Jeff Koblick, on behalf of the Board of Directors**



## SAE 125<sup>th</sup> Anniversary Golf Tournament



"Brothers, During the 125th Cal Beta Anniversary weekend, we will be hosting a golf tournament at Tilden Park on Friday morning, November 15th with an 8am shotgun start. The format will be a 4 man scramble with prizes for closest to the pin, longest drive, and driving for accuracy. If we can get 48 players signed up, then we can have a full shotgun start and finish at the same time within 4.5 hours. If we have less than 48 players, then we have to adhere to tee times, which will take much longer to finish. So let's get at least 48 of us to sign up, and the more the merrier.

If you have a named foursome, please submit those names to our tournament chairmen, Mark and Ross Biestman at [mark@biestman.org](mailto:mark@biestman.org) and [rbiestman@gmail.com](mailto:rbiestman@gmail.com). If you can't find a foursome, we will be happy to group you with brothers from your era.

The last time the SAEs took over Tilden, the Sheriff's helicopter was summoned in to "pick up the pieces." I'm sure we will be far better behaved this time!"

PA,  
Biest and Biest

# HOUSE CORP & CAL BETA MEMBERS

## Undergraduate Officers

### Eminent Archon (President)

Auston Locke (Fall '17)

### Eminent Deputy Archon (VP)

Jack Cosca (Fall '17)

### Eminent Treasurer

Jack Jones (Spring '18)

### Risk Managers

Neal Patel (Fall '17)

Ethan Barnhart (Fall '17)

### House Manager

Blake Peterson (Fall '17)

### Social Chair

Will McColgan (Fall '18)

### Rush Chair

Mikey Williams (Fall '17)

### Member Educator

Gavin Janis (Fall '18)

## Appointed Positions

### Internal Social Chairs

Dane Westwick (Fall '18)

Mitch Algert (Spring '18)

### Eminent Recorder

Charlie Sherman (Fall '18)

### Eminent Chronicler

Dane Westwick (Fall '18)

### Eminent Herald

Charlie Sherman (Fall '18)

### Eminent Warden

Garrett Kay (Fall '18)

### Athletics Manager

Charley Lagomarsino (Fall '17)

### Steward

Mikey Williams (Fall '17)

### Philanthropy Chair

Romain Priour (Fall '18)

### Alumni Chair

Sam Wardwell (Fall '17)

### Scholarship Chair

Ethan Barnhart (Fall '17)

### Sustainability/Community Chair

Mitch Algert (Spring '18)

## Board Members

**President** - Jeff Koblick '73

**Treasurer** - Patrick Lynch '08

**Secretary** - Bill Rodgers '61

**Chapter Advisor** - Pete Marshall '77

**Foundation** - Rocky Gunderson '72

**Hall of Fame** - Bob Leslie '51

**Major House Projects** - Perry Haviland '60

**Young Alumni** - Angelo Genasci '06

**Parents** - Robert Locke '76



## LETTER FROM THE Auston Locke '17 EA

Greetings Parents, Alumni and Brothers,

My name is Auston Locke, and I have returned as the president of the Cal Beta chapter of SAE again this semester. I am a third-year student from Orange County, California and am a Pre-Med major. I originally came to Cal to play football but have now shifted focus as I prepare to take the MCAT this year and go to medical school upon graduation.

I am very excited for the fall semester as school is gearing up. Additionally, we just finished rush and were very fortunate to add 19 well-rounded new members. These guys come from all over the world, with varying academic and extracurricular interests, and add lots of great character to our house. Given the great size of our new class, this puts the house member total up over 70 total actives, with 42 of them living in our house this fall. For our chapter, this fall semester marks the end of the 2-year conditional probation period placed upon us when we re-established as a chapter in Fall of 2017.

As a reminder, we will be hosting the 125th Anniversary of the Cal Beta chapter, and we are very excited to welcome our guests for our celebratory Duck Dinner on Friday November 15th, the night before the Cal-USC football game. This is a great opportunity for actives and alumni to establish great relationships, and allows us to appreciate all of the great brothers who have put us in the position we are in now.

Thanks to Jeff Koblick, the rest of the Housing Corp and the Board, and help from Noel and his team, we have completely repainted the house, reseeded our lawn, will be replacing our wooden floors in the coming months, ordered all new furniture for the house, and many other integral improvements. I would also like to give a special thanks to our Chapter Advisor Pete Marshall, as he has been an instrumental part of our return to good standing over these past two years and is always there to help when needed.

Thank you all for helping us create this outstanding environment for the brothers of Cal Beta SAE to thrive and succeed at one of the premier universities of the world, both academically and socially.

Phi Alpha and Go Bears,  
Auston Locke



House Corp and Cal Beta Members





*The whole chapter in front of the Chapter House*



*Our New Members*



*Founders, 1894*

# CAREER

## FOCUS

The undergraduate brothers of Cal Beta chapter are incredibly hard working and understand the balance between working hard and spending time with their brothers. Many brothers have achieved academic excellence last semester.

If you would like to promote a career field or speak about a company that you are employed with, please feel free to reach out to **Jeff Koblick at [jeffkoblick@icloud.com](mailto:jeffkoblick@icloud.com)** to organize a time to speak to the chapter.

If you are interested in getting involved with the undergraduate brothers, but are unable to visit our California chapter, please join our California Beta Chapter LinkedIn group to network with them. The link to the group can be found on the back page.



# ALUMNI PROFILE

## Mark Biestman '76



Three days after Mark's six hour full fusion back surgery in September 2019

Mark is an accomplished information technology executive with broad experience across multiple technology sectors, industries and geographies. He has led and managed significant global companies and organizations focused on emerging technologies with aggressive revenue targets. With demonstrated experience in leadership roles including CEO, President, CRO and EVP/Global Field Operations, Mark's focus

has primarily been in sales leadership and customer success. He has managed large publicly traded global sales and consulting organizations responsible for \$500M+ in annual revenue targets as well as early stage companies seeking their first customer citations. He has significant experience interfacing with C-Suite global executives negotiating multi-million dollar contracts, handling critical customer satisfaction initiatives, and communicating the long-term value of solution provider & customer partnerships.

Mark has deep experience with the full range of enterprise hardware and software products, mobility, SaaS and Cloud computing models, leveraged distribution/partner orgs, direct and inside sales, as well as professional services and consulting organizations. He has also spent a significant part of his career selling solutions to domestic and international corporations and mobile network operators in revenue share monetization models at CommerceOne, YouTap and Juvo. His global experience is substantial, including stepping on all 7 continents, including Antarctica in one calendar year!

Mark currently runs the Bay Area practice for Altus Alliance, a revenue growth services consulting firm that focuses on top line revenue growth for emerging technology companies. Altus has worked with over 150 companies, assisted in successful IPO's and M&A events for 14 companies, and generated more than \$200mm directly for client companies through business development and sales. The company has a unique implementation approach that is built on a proven methodology while using a best practices template of high performance sales variables.

Mark has a BA in Economics from University of California at Berkeley and has completed post graduate studies at Stanford University's Graduate School of Business Executive Program. He has served as a Board member for the University of California Foundation/Board of Trustees, San Francisco Grid Club and Missile Defense Advocacy Alliance.

Mark owes his lifelong friendships, most memorable experiences, career and leadership success, funniest situation, and the importance and notation of 'paying it forward' to Cal Beta chapter. He has been asked to the Best Man at four of his PA brother's weddings and met his wife, Karen (Big Game Queen), of 37 years at a pledge event in the fall of 1977 at one of his PBs parent's home who, years later, happened to be the doctor that delivered and cared for his first grandson. Mark's first grandson,

Parker, was born into a very challenging situation as a 3.5 pound baby. Many thanks go out to Dr. Kurt Wharton for the extra care and love he offered to Mark's family during their difficult time. This to Mark, is the true meaning of Phi Alpha.

When Brian Rogers and Ted Bartlett recruited Mark's oldest son, Ross, to joining the SAE house in the fall of 2003, Mark was beaming with pride even though the house was in extreme disrepair. When Ross stepped up to the mantle of leadership after becoming Rush Chairman and two term EA, the house started coming back to its well established form of the best fraternity due to Ross's recruiting of a fabulous group of people. Mark has always been impressed by his fraternity brother's acts of gratitude and kindness.

In mid-September, Mark was able to renew old friendships with PA brothers Kent Halkett, Mark Nittler, Gary Sherrer, Rob Gillanders, Steve Mott, John Dolby, Mark Geisreiter, Randy Scott, Chris Watson, Dave Thomas, Kevin Cunningham and Paul Edwards as they enjoyed the great southern hospitality in the Grove. Mark often gets told he needs to grow up because he spends too much time with his SAE brothers, but Mark says it's the gift that keeps on giving and you wouldn't want to grow up either.

When Mark joined Cal Beta chapter in the fall of 1976, he had the great luxury of tuition prices that were \$275 per quarter, admissions requirements were a 3.0 GPA and a composition written about how you spent your summer vacation. He also had the luxury of no cell phones, no internet, and no personal computers. If anyone wanted to compile a program, they went to Evans Hall in the evening and loaded up the IBM 360 with custom cards with a couple of beers. Undergraduates today are equipped with all the benefits of automation and communication, but also with the inherent liabilities involved with social media, cybercrime and information overload. Current undergraduates are far better equipped to survive in a digital world where the pace of change is overwhelming.

Despite all the changes happening, Mark encourages undergraduates to *drop their weapons of automation* and get to know each other the old-fashioned way. Throw your cell phones in a basket and get to know each other and your extended families on a very personal and intimate basis. Mark advises undergraduates to become vulnerable and ask for advice when you are in a difficult situation. Most importantly, enjoy every minute of each other's company and laugh/joke as often as possible. Undergraduates are selected to join Cal Beta chapter because of their intelligence, good nature, leadership potential and helping build a legacy of character and brotherhood for future generations.

# ALUMNI PROFILE

## John E. Williams '71



John was born and raised in Dos Palos, CA, a small farming community in the Central Valley best known for its cotton and cantaloupe fields and championship high school football teams. After graduating in 1970, John was awarded a scholarship by AFS International to

become an exchange student in Genval, Belgium where he lived for one year with a French-speaking family and attended the equivalent of a 5th year of high school and played club basketball throughout the country.

After returning to the States, John entered Cal and pledged SAE Cal Beta in the fall of 1971. According to John, "It was a no-brainer decision. SAE had the best guys and the best parties. Plus, they promised me a single room my freshman year. In fact, I never had a roommate during my entire 3 ½ years at Cal." John held just about every officer position at Cal Beta including steward, rush and social chairman, treasurer and EA. It was his term as Treasurer that helped him understand that he was much better at numbers and business concepts than pre-med studies (e.g. organic chemistry). John graduated with honors from the Business School (before it was called Haas) and went to work in San Francisco for the large public accounting firm of Haskins & Sells, now called Deloitte. John also received his MBA from Haas in 1980, one of the first graduates of their newly created San Francisco Evening Program.

The first Defining Moment in John's life was the night he met his future bride, the former Liz Reiss, at a dorm party that he and SAE brother Bill Michel snuck into. While the story has probably been embellished over the years, John still maintains that he was the one to climb the tree outside the dorm, leap onto the fire escape and find the unlocked door. Long story short, Liz joined Kappa Alpha Theta the following term, became an SAE Little Sister, and the rest, as they say, is history. John and Liz were married at Fort

Mason in San Francisco in the fall of 1975 with dozens of SAE's and KAT's in attendance.

From 1975 to 1987, John worked in the Bay Area, initially as an auditor for H&S, and then as CFO for a Silicon Valley startup International Power Technology. During these same years, Liz cut her teeth in the retail world with Macy's of San Francisco where she rose rapidly through the ranks. Their two sons, Kyle and Lance, were born in 1984 and 1986.

In the second Defining Moment of John's life, the Williams family left the comfort of their California roots in 1987 so that Liz could accept a new position with Dayton Hudson in Minneapolis. This was followed by moves to Chicago in 1990 (Sears) and Princeton, NJ in 1996 (Fashion Bug) where she turned around a near-bankrupt 1000 store chain. John kept finding CFO positions with startup companies, and as the boys got older, increasingly worked from home so he could be the primary stay-at-home parent and coach.

John's love for coaching should come as no surprise. He lettered in four different sports in high school and made the Cal Freshman basketball team in 1971/1972. He is still an avid golfer, often competing in amateur tournaments around the country. In addition to coaching his sons' baseball, basketball and football teams, he became the President of the Princeton Babe Ruth Baseball League and co-managed Lance's 15 year-old All-Star team to Princeton's first-ever District championship.

John has been actively involved with SAE Cal Beta alumni activities since 2009 when he retired and re-connected with Jeff Koblick who he had pledged 36 years earlier. For the last ten years, John has worked closely with the Housing Corp. Board and Fraternity Management Group to manage the database and oversee the website, newsletters, fundraising activities, and the Facebook and LinkedIn pages. John oversees all this activity even though he lives in Scottsdale, AZ where he can keep his golf game sharp all year long. In addition to golf, John enjoys playing duplicate bridge, watching and collecting classic movies, and travelling the world.

## ALUMNI PRESENTATION

**Dr. Rich Lyons, former dean of the Haas Business school and recently appointed Chief Innovation and Entrepreneurship Officer, and member of Cal Beta, Pledge class of 1979 will be presenting:**

### Cal Beta at Cal/SAE.....Platform for the Future

During his talk, Dr. Rich will discuss whether introducing more of a "theme" to the house makes sense, to give it even stronger identity, with a focus on Entrepreneurship/mentoring and the importance of continuous career counseling between the active chapter and the alums. Rich will link this to a discussion which is currently going on campus about how to sharpen UC Berkeley's identity still further. At the campus level, the concept of "Changemakers" is getting a lot of play. To Engineers and Business students, this translates most directly to Entrepreneurs. To folks in the Humanities, it translates more into their lives having "Agency," i.e., giving them what they need for their lives to have purchase on the world, whatever form that takes.

# UNDERGRADUATE PROFILES



## **Gavin Janis**

Year:  
**Junior**

Major:  
**Business and  
Entrepreneurship  
via Interdisciplinary  
Studies**

Hometown:  
**Sacramento, Ca**



## **Michael (Mikey) Williams**

Year:  
**Senior**

Major:  
**Economics with  
a Certificate in  
Entrepreneurship  
and Technology**

Hometown:  
**Danville, Ca**

Gavin is a third-year student athlete on the Cal Rugby team, which consistently ranks within the top three rugby teams in the nation every year. He is recently coming off of a shoulder surgery and is looking to improve himself and the team this year. While balancing sports, academics, and fraternal roles as this fall's New Member Educator, Gavin has impressively kept his overall academic GPA above 3.0.

Outside of Cal, Gavin has had two successful summers working for the company Hawx Services. Hawx Services is a nationwide pest control and lawn company worth \$70 million. Gavin has worked as a door to door salesman over the past two summers and has generated the company over \$200,000 in revenue. His dedication to hard work (90 hours per week) combined with his ability to sell has allowed him to be promoted to the Dallas Branch Manager next year, making him the youngest manager in the entire company. Gavin has expressed that "even though it's a grind, [he has] learned priceless sales skills and has gained the opportunity to graduate from college debt-free."

For SAE Cal Beta, Gavin is what brothers of SAE might call a brother hero. He has taken many side roles for the house such as Assistant House Manager, Rush Committee Member, and most importantly taking on an ExComm position as the New Member Educator this year. "It was a big deal for me to get this job and I'm truly grateful for it. I remember how great of a job my New Member Educator (Deke Douty) did with my new member class helping us learn the history and traditions of SAE, as well as helping integrate us into the house."

Mikey began at Cal as a Student-Athlete. He is proud to be a member of the 2016 NCAA D1 Men's Championship Water Polo Team (was one of the three true freshman who traveled and played). He played a second season in 2017 and decided thereafter to focus on academics as an upperclassman.

Although studying economics, his true passion is business: more specifically in sales. Mikey has that competitive salesmen-like edge. He has officially helped launch a national collegiate sales society and is the Founder and President of the only Sales club on UC Berkeley Campus. The club is called Vendition Sales Society and has been mentioned in articles on multiple sites such as BusinessWire and Yahoo Finance.

Mikey has been very active in the fraternity since he became a member, having taken on the role of Rush chair in his first semester after joining. He continued to take on further responsibility in the subsequent semester, finding himself in the Eminent Deputy Archon role. Over the summer of 2019 Mikey was the summer house Treasurer and set a record with his summer partner Drake in collecting the most revenue in the history of Cal Beta; over \$100K was collected and deposited. He also played an integral role in recruiting our new fall members.



# THANK YOU



*Thank you to all of our Alumni who  
have already made donations for the  
125th Anniversary of Cal Beta SAE!*

Robert Henninger 1943  
John Andrews 1948  
Will Classen 1949  
Ed Lippstreu 1949  
Robert Logan 1949  
Paul Manolis 1949  
Mike Friedenbach 1950  
William Groeniger 1950  
Dick Ament 1951  
Allen Bender 1951  
Don Hollister 1951  
Bob Leslie 1951  
James Moor 1951  
Sheldon Moore 1951  
Jim Riewerts 1951  
Claude Rohwer 1951  
William Shaver 1951  
Herb Dedo 1952  
Gilbert Guerin 1952  
Allan Knotts 1952  
Ralph Hoffman 1953  
Peter Van Houten 1953  
Jim Kidder 1954  
Ron Clazie 1957  
Thomas Fitzgerald 1957  
John Mahoney 1957  
Dick Loveall 1958  
James Fetterman 1959  
James Mills 1959  
William Harrison 1960  
Bill Rodgers 1960  
Steven Hall 1962  
Doug Wenger 1963  
Robert Bridwell 1965  
Fred James 1965  
Orb Greenwald 1968

Duane Bender 1970  
John Carlson 1971  
Gene Greenwald 1971  
Kevin McConnen 1971  
Doug Whitcomb 1971  
John Williams 1971  
John McIntosh 1972  
Jeff Koblick 1973  
Robert Kilpatrick 1975  
J. Todd Stone 1975  
Greg Beltran 1976  
Mark Biestman 1976  
Terry Deveau 1976  
Brian Hoppe 1976  
Mike Menachof 1976  
Mark Nittler 1976  
Pete Marshall 1977  
Dave Cuneo 1978  
Steve Livingston 1978  
Steve Mott 1978  
Rich Lyons 1979  
Brian McCracken 1979  
Christian Nall 1979  
David Nelson 1979  
David Patton 1979  
Tom Saar 1979  
David Thomas 1979  
Tim Young 1979  
Niels Andersen 1981  
Frank Brown 1981  
David Goodenough 1981  
Steve Kane 1981

David Meyer 1981  
Don Prehn 1981  
Michael Van Fossen 1981  
Art Wardwell 1981  
Rob Wolford 1982  
John Campbell 1983  
John Ensminger 1983  
Michael McAlister 1983  
Mike Olson 1983  
Roderick Rowell 1983  
Kurt Strassman 1983  
David Nelson 1984  
Ross Boon 1986  
Jim Pickell 1987  
Ted Bartlett 1988  
Greg Chiate 1988  
Andy Rogers 1988  
Tom White 1988  
Adam Clammer 1989  
Laurent de Janvry 1989  
C.J. Rendic 1989  
Russ Stryker 1989  
Andrew Mains 1990  
Josh Fisher 1991  
Matt Miller 1992  
Dave Morgan 1993  
David Barnes 1994  
Will Bartlett 1994  
Peter Mains 1994  
Andre Schmitz 1994  
Zac Clammer 1996  
Dennis Fox 1996  
Chad Brubaker 1997  
Ross Biestman 2003  
Chris Duval 2014  
Clay Peterson 2014





Sigma Alpha Epsilon  
Cal Beta Chapter  
C/O Fraternity Management Group  
P.O. Box 12010  
Tucson, AZ 85732-2010

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PLEASE JOIN US  
FOR THE

— *125th* —

ANNIVERSARY EVENTS

on NOVEMBER 15 & 16, 2019

**Duck Dinner & 125th Anniversary Celebration**

**Golf Tournament**

**USC Game Day BBQ at the House**

**USC Game Tickets**

**RSVP HERE:**

<https://www.saecalbeta.org/events/save-the-date-november-15-2019>

**STAY CONNECTED**

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

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