



The Pioneer

Vol. 90, No. 1

Sigma Pi - Upsilon (UCLA)

Jan. 2012

Remembering those brothers who served our country in the pursuit of peace and freedom and made the ultimate sacrifice:

Robert "Ace" Calkins (#193), Donald Hesse (#195), Liston Comer (#214), Lane Donovan (#234)

Hoops schedule

Jan. 5 ARIZONA
Jan. 7 ARIZONA ST.
Jan. 26 UTAH
Jan. 28 COLORADO
Feb. 9 STANFORD
Feb. 8 CALIFORNIA
Feb. 15 USC
Mar. 1 WASHINGTON
Mar. 3 WASHINGTON ST.
* Games at Sports Arena.

Upsilon website

Please register and update your profile on the Alumni Association website www.SigmaPiBruins.com.

The login is your email address. Be sure to include your email address in your profile when you register.

This enables us to contact you via email and reduce mailing costs, which saves money for house renovation, scholarships, events, etc.

Problems? Herman at Herman@Quispe.com.

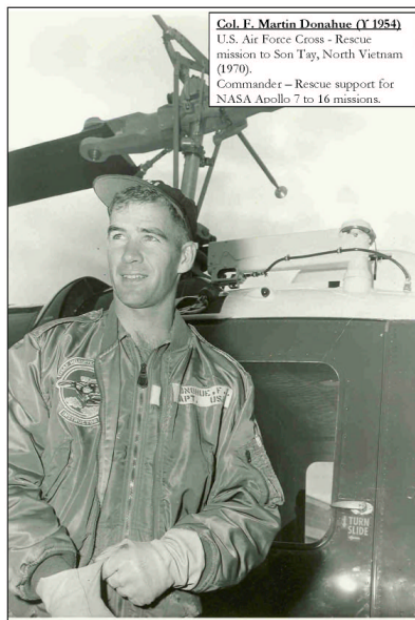
Lost Brothers

Several mailings of The Pioneer were returned. If you have contact information for these brothers, please call Jay Ross at (310) 979-9255 or Ross_Jay@Hotmail.com:

Andrew Casson
Arthur Baghdanian
Doug Brown Mike Calligan
Andy Capps James Carlisle
William Fine Jordan Fischer
Harrison Flannagan
George Francis Charles Kirk
Robert George Kyle Heckman
Mark Hazelwood Ben Ikuta
Tom Knepper Allen Kamrava
Josh Kamzan Steve Laine
Ed Martin Ron Mathis
James Payton Nick Sidjakov
Scott Swanson
Stephen Thomas
David Wooten

89th Founders Day - Sat., Feb. 25, 2012
UAA Annual Meeting - Sat. Feb. 25, 2012
Sigma Pi Manor ▲ 612 Landfair Ave. ▲ Westwood

Upsilon heritage: Col F. Martin Donohue



Air Force Col. **F. Martin "Marty" Donohue** (retired) lives comfortably in Florida after defending America around the world and leading many rescue missions of astronaut splashdowns.

Donohue graduated from UCLA in 1953 and was commissioned in 1954 through the AFROTC at San Diego St. He was honored for valor as a helicopter pilot with 132 missions to rescued downed pilots in the Vietnam War, and he commanded the rescue support for 10 NASA space launches.

The motto of the USAW Aerospace Rescue and Recovery Service is "That Others May Live", and Donohue certainly has lived up to that. He commanded the launch site recovery team for Apollo missions 7 through 16. The Apollo 7 crew included the rescue of mission commander **Walter M. Schirra** (photo to right). Donohue did not know it at the time, but Schirra also was a Sigma Pi (from New Jersey Institute of



Technology). Donohue was the first pilot to complete a hover pickup of an Apollo capsule.

Donohue entered pilot training in 1957, and became a helicopter instructor. He flew with the Royal Australian Air Force in an exchange program and inserted special operations forces into combat against insurgents in New Guinea and Malaysia. In 1967, he deployed to South Vietnam with the first HH-53 "Jolly Green Giant" helicopters. In 1970, he completed the first trans-Pacific helicopter flight, landing in Da Nang.

Donohue's finest moment, for which he was awarded the Air Force Cross, was as the lead commander for the famous "Operation Kingpin" raid on Son Tay POW camp, led by Col. Arthur "Bull" Simons. The location was only 20 miles from Hanoi with enemy air bases and army camps nearby. On the night of Nov. 20-21, 1970, a force of 56 Green Berets infiltrated North Vietnamese air space through Laos and landed successfully at the camp in an attempt to free American POWs. He and the crew had practiced drafting their helicopters behind larger cargo planes at very close distances, to increase their air range.

More than 150 ARVN, Soviet and Chinese soldiers were killed, and no American lives were lost. Donohue's helicopter had a transmission problem, but with 8,000 hours of flight time, he knew the aircraft's capabilities intricately and pressed forward with the mission. As lead, Donohue was the first to arrive, and hovered as door gunners shot 4,000 rounds per minute into guard towers and barracks, to surprise and kill the camp security before it could retaliate.

However, the prisoners had been moved to another camp at Dong Hoi, and the intelligence had not reached the American forces. The raid was a tactical success because no Americans were killed. The political benefits were that the North Vietnamese realized that America was outraged at the torture and killing of its POWs and would take proactive military action to rescue **Donohue (continued) →**



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Oldest Brothers

Dr. Wallace Reed, age 94, (Phoenix, Az.); **William Crickard**, age 92 (Ventura); **Clement "Jake" Jacomini**, age 91 (Signal Hill), and **Everett Rea**, age 89 (Hawaii) are believed to be the wisest and oldest living Upsilon brothers.

Housing Board

The Housing Board met Jan. 12 for its quarterly meeting and authorized continued upgrades to the house. Recent additions include a new ice machine, refrigerator and food warming station.

Long-term plans include renovations of the bedrooms and upstairs bathrooms.

Phi Kappa Psi is raising \$5,000,000 from its alumni to completely rebuild its house on Gayley Ave., which will help it immensely during Rush.

Upsilon's goal is add renovations, while maintaining the pleasant character of the Southern plantation design and courtyard.

Upsilon Brother John Landon (Class of 1926) designed the house, and a brass cornerstone plaque will be installed in the foyer.

Current members: **Matt Sumrow** (President), **Tom Miller** (Emeritus), **Art Martinez** (Secretary), **David Finkel** (Treasurer), **Mike Flory**, **Stu Johnson**, **Liron Nelik**, **Mike Liskey**, **Jay Ross** (UAA President), **Taek Chang** (Chapter Advisor).

Donohue (continued) → its soldiers. The imprisoned soldiers were assured that they were not forgotten, and that attempts were being made to free them.

From his Air Force Cross commendation: "Maj. Donohue courageously flew the first aircraft directly over the compound at 40 feet at less than 20 knots. He fired upon the greatest threats to the ground rescue party, which was following less than 20 seconds behind his aircraft. So precise was fire from his aircraft that guard towers were neutralized within 10 ft. of suspected prisoner containment buildings. Maj. Donohue, without regard for his personal safety, immeasurably contributed to the complete confusion and disorganization of enemy forces. He successfully completed a daring return penetration through numerous surface-to-air missiles, ground fire and the threat of enemy aircraft. Through his extraordinary heroism, superb airmanship and aggressiveness in the face of the enemy, Maj. Donohue reflected the highest credit upon himself and the U.S. Air Force."

Donohue graduated from the Air War College in 1972, and commanded the 54th Rescue Squadron at Pease AFB (N.H.). He was promoted to Colonel in 1992 and served on the staff of the Joint Chiefs and at the Pacific Command Headquarters. He organized the use of USAF tactical hospitals while on deployment in the Philippines to treat rural natives, and was honored with Philippine Legion of Honor.

Donohue was a high school distance runner star who was recruited by Upsilon brother Clark Wingert and UCLA track coach Elvin "Ducky" Drake, another Upsilon brother. Donohue lived in the fraternity house for three years and helped Chef Pearl Winter in the kitchen: "She was my buddy, I miss it quite frankly. A lot of track guys were in the fraternity, and it was a great place."

Donohue lives in Florida and stays in shape playing racquetball and stays in touch with Wingert. The two worked summers in Alaska as longshoremen and truck drivers, and Wingert is retired in Sitka, Alaska. Charge hard, Col. Donohue!

Old Men's Club Holiday Party

A dozen of Upsilon's finest gentlemen gathered for their annual holiday party on Dec. 18. Dick Peters organized the reunion at the Santa Ana Country Club, courtesy of John Goodlad's widow, Nancy, and Bob Baker played Santa for the gift exchange. Attendees included Joe Henriksen (past Chapter Advisor), Bob Eggert, Paul Finwall, Dick Welsh, Tom Straeter (who journeyed from Palm Springs), Past Sage Gene Mitchell (from 1948!), Rudy Feldman (1953 Rose Bowl captain), Bob Jones, and Paul Hutton.

The most popular gift at the gift exchange was bottles of scotch. "What is Scotland doing to make us go this way," Baker said. "It just shows what maturity does for you."

The group reminisced over \$46 reg fees and \$30 house bills. Feldman remembers that Sage Mitchell helped rush him into the house by guaranteeing him a room as a freshman. In those days with a 100-man house and no dorms on campus for all the returning WWII veterans, freshmen bunked in the dungeon. But as a superstar football player from Palo Alto, Feldman got a bit of star treatment, which he backed up by carrying the Bruins to the 1953 Rose Bowl.

Mitchell remembers how he was elected Sage in 1948 – he was the only one who could bring order to the chaos of trying to run a Monday Night Meeting with 100 brothers.

▲ Photo: Rudy Feldman (1953 Rose Bowl), Jo Feldman, Arlene Allison Henriksen, Joe Henriksen (Arlene is the daughter of Upsilon Founding Father "Doc" Allison)





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Remembering Gary

Gary Gross was the first brother that we in the late 1980s-early 1990s era have lost. As far as funerals can go, it was uplifting to see so many brothers gather to provide support for his wife, Lani, and their daughter, Talia. Adam Treiger has been amazing in providing emotional support for the family and collecting checks for the trust fund, and he gave an amazing eulogy, a difficult task when a friend so young has died.

Many brothers attended the different events: Adam Treiger, Sean Bloch, Matt Sumrow, Art Martinez, Herman Quispe, Won Park, Kevah Kamfar, Dr. Chris Koutures, Seth Bluman, Erik Johnson, Scot Kawano, Steve Hazarabedian, Scott Good, and Jeff Bara. In addition, attendees included Rob Webster's sister and Adam Treiger's mother, Ada, both who worked with Gary. In fact, Adam's mom was Gary's boss for some years.



89th Annual Fred Thornley, John Goodlad, Robert Lashbrook & Gray Gross Memorial Founders Day UAA Annual Meeting - Sat., Feb. 25.

WESTWOOD – The 89th Annual Founders Day and UAA Annual Meeting will be Sat., Feb. 25 at Sigma Pi Manor in Westwood.

Upsilon initiates from 1980-82 will receive their Silver Crosses on the 25th anniversary of their initiation, with RSVPs from Spencer Hertler and Shelden Simons. Other honorees are Fenton Booth, Craig Brothers, Jeff Brothers, Douglas Cooper, Chris Daughters, Mike Davis, Peter Drake, Matthew Finn, Robert George, Paul Glowienke, Greg Harlan, Mark Hazelwood, Spencer Hertler, Kent Hironaka, Steve Huber, Rew Ikazaki, Lindsay Johnson, Kit Kilgore, Stephen Laine, Thayer Lake, Ken Lehmer, Dieter Letsch, Barry Maiten, Robert McDonald, Sean McGoe, Chris Moye, Chris Norris, Danny Richmond, Thomas Robinson, Brien Rowe, Jeff Sargent, Russell Schaadt, Larry Serraino, Stanford Smith, Wayne Smith, Scott Tsugita, Robert Webster, Thomas Whealen, Chris Wilson, and Daniel Zaretsky.

Upsilon initiates from 1962 will receive their Golden Crosses on the 50th anniversary of their initiation, with an RSVP from Ron Jamison from Colorado. Other honorees include Ernest Burciaga, David Burgess, Ronald Cable, Past Sage Ed Cox, David Kiefer, Fred Meier, Mack Ott, Harlan Polk, John Rail, Michael Hutsenpiller, and David Wyland. Past Sage James Cochran and Lynn Diamant have passed to the Adytum on High.

Ralph Rea may join us from Mammoth, while taking a break from his ski patrol duties, and Doug Keppler will return from Northern California for the 6th year in a row. Doug Glantz, Mike Smith and Jacob Benz have RSVPed from San Francisco, and Past Sage Andrew Londerholm from law school in Saramento. Alfred Hernandez will attend from Houston for the 4th year in a row.

Chef Ruben Zuniga will prepare a prime rib carving station, and generous San Diego restaurateur Richard Peña will sponsor the bar for the second year.

Sage Andrew Chung will lead the Ritual with 1st Councilor emeritus Joey Donaldson.

Scholarships will be presented to worthy actives in the name of Joseph Marsalek, Ray Carlisle and Carl Moroney (Upsilon Perpetual Scholarships) and in memory of William Meyer and Julien D'Avanzo.

The Memorial Ritual will honor those brothers who have passed to the Adytum on High: Past Sage Fred Thornley, who served as USAC President in 1951; John Goodlad, a longtime donor and Alumni Guest Speaker; Gary Gross, who worked in public service for two decades with Los Angeles County; Dale Champion, an award-winning environmental journalist in San Francisco; James Cochran, Past Sage in 1961; Robert Lashbrook, a long-time "Bench Warmer" donor to the UCLA Athletic Dept.; Glenn Smith, a long-time donor to Upsilon Chapter; and Ralph Scott, a long-time Los Angeles school teacher and excellent dancer.



89th Founders Day

Date: Sat., Feb. 25, 2012

Time: 6 pm cocktails

7 pm dinner

8 pm awards

9 pm cigars in the courtyard

Where: Sigma Pi Manor, Westwood

Menu: Prime rib carving station a la Chef Ruben

Tickets: \$40 (\$35 for alumni

pre-1962 and post-2007)

Payment: Issue checks to "Upsilon Alumni Assn." and mail to:

J.Ross, 1721 S. Granville Ave.

Los Angeles, CA 90025-1803.

Paypal: Alumni@SigmaPiBruins.com

Info: (310) 979-9255

Ross_Jay@Hotmail.com



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Gross (continued) →

The reception was the County Children's Court Building, and a crowd of 200 co-workers and friends attended. It was a Mardi Gras celebration complete with jambalaya and a Dixieland band, which were part of Gary's instructions that it should be a day full of celebration instead of sadness. State Sen. Ted Lieu, who attended Georgetown Law School with Gary and Adam, was the main speaker. Lieu authorized the State Senate to adjourn in Gary's honor.

It was a Friday, and I had told my boss that I would return to work in the late afternoon, since I had a huge deadline on Monday. But as the day progressed, I knew I needed to be there, and work would have to wait, no matter what.

More and more brothers showed up as the day progressed, adding to the camaraderie and sharing of the good and bad. Plus, Herman Quispe laid down the edict – "We're going drinking." Enough said, and we grabbed Rob Ward and Sean Bloch to hit downtown watering holes.

In past years, brothers have rallied to provide support when our parents have died, and served as godparents to the children of their brothers. That's what the fraternity is all about, our lifelong commitment to each other from Pledge and Neophyte until final passage to the Adytum on High.

▲ **UAA Annual Meeting:** Executive Director Herman Quispe and Secretary Art Martinez will chair the Annual Meeting on Feb. 25 at Sigma Pi Manor at 612 Landfair Ave. in Los Angeles. All members are hereby noticed and invited to attend.

The UAA seeks a new Board Member for Secretary, a website administrator, and Founders Day Chair.

Alumni Guest Speaker: Matt Sandler

Matt Sandler is CEO of Chromatik at the ripe age of 23, just two years after graduation from UCLA. He was involved on campus and ran for USAC president, and he has used those leadership skills in the business world. He graduated with a degree in Saxophone Performance and was named a California Distinguished Arts Scholar.

Chromatik is a website and tablet application for music education, which is purchased by school districts. (Website: www.ChromatikMusic.com).

In the online world, Sandler does not have to wear a coat and tie. But as a CEO, he is constantly on the run drumming up financing and business partners for his fledgling but popular business. He isn't on the ground floor doing coding, but "connecting" his company with funding and the actual staff that does the work and then

the customers, which are usually school districts. In the future, Chromatik will market to individuals, similar to how Rosetta Stone is the standard educational material for foreign languages.

Sandler was the Upsilon Alumni

Guest Speaker in the Fall, and he advised the actives to use their brief time at UCLA wisely. He wanted an "in" at Capitol Records, so he made up a story about needing to interview a mogul for a class.

Through that interview, the executive liked Sandler and connect him to KROQ radio

"Don't take yourself too seriously and pretend to know all the answers," Sandler said. "I got routed at first, I didn't know anything about the music industry. It's OK to ask intelligent questions."

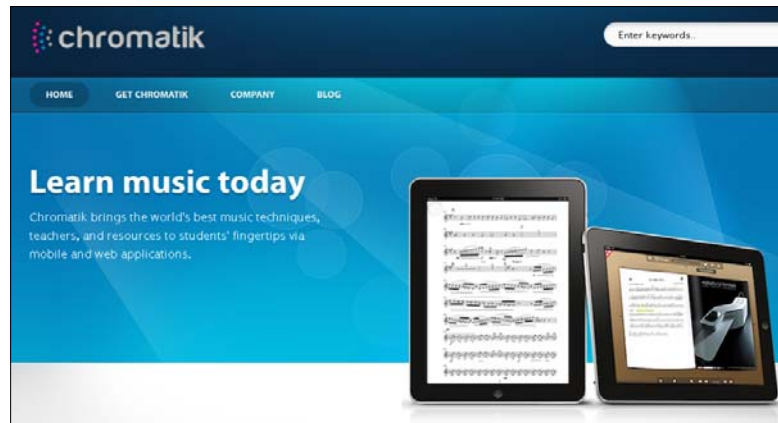
The company started in his bedroom but has grown to 9 full-time employees and some part-timers. He had a chance to attend Stanford for his MBA, but decided to get business experience first.

As a start-up, workweeks of 80 hours are the norm: "My wife wants to kill me... I take very little stock in luck... You must make your own luck."

Alumni Sam Kokin and Fletcher Riehl also have helped him, and the product launched in January.

The genesis of the music website began when Sandler began making websites for the UCLA Music Dept. and his musician colleagues, since MySpace was on the decline. They created an iPad application because music materials did not translate well to PDFs nor on iBooks. Now, it's a default application for Apple iPads.

Sandler has also taught woodwinds in the Los Angeles and Huntington Beach Unified School Districts, and was recently a guest lecturer in music technology at UCLA. With roots in live music, Matt took on A&R and Programming roles with Capitol Records, KROQ 106.7FM, and PulseRated. And in the startup world, Matt curates the Los Angeles StartupDigest and was on the early team of the social media marketing startup CitizenNet.





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Bluman (continued) →

you can't find it. I was always up for a challenge." No matter what time of day.

▲ Seth also played in the World Series of Poker "Main Event" in Las Vegas a couple of years ago, proving that those hours of bridge and hearts in the house were worthwhile.

He didn't win (only one player can), but he proved his mettle, making the transition from internet amateur to professional level. Along the way, Seth won hands against seasoned professionals like J.C. Tran and Kathy Liebert, and he met up with a childhood friend from Long Island, Jamie Gold, who is a world champion.

The well-connected Seth also ran into a former Dodger ticket office colleague, Fred Lemier, who helped him skip the long check-in line.

During the play, Seth stared down J.C. Tran and got him to fold after a \$2,000 bet, and he compiled a straight flush in a \$3,000 pot against Kathy Liebert. After Liebert folded, he showed her his "nuts," poker-speak for a great hand in the hole. In the preliminary round, Seth built a stack of \$57,000 (start with \$4,000 in chips), which impressed Gold later on when they met up.

Seth's daughter may not have realized that her future UCLA tuition money was at stake, saying, "I'm glad when you lose so you can come home earlier."

Alumni updates: Revenge of the Seth

Past Sage Seth Bluman has had a busy year. He is the Senior Manager of Ticket Operations for the Dodgers, but finds time for regular golf games with Larry Furst and Mike Rendon. A couple of years ago, he even played in the World Series of Poker in Las Vegas.

Bluman was chosen to represent the Dodgers in the launch of MLB Network's first-ever game show, "Baseball IQ", a trivia show with a chance to win \$45,000 for charity. In his first match, "Solo Homer" Bluman smashed a grand slam and thumped a Giants' representative, 17-3, with a big 8-run 9th inning. In his second match, he fell to a Colorado Rockies representative.

Upsilon brothers remember that Bluman made sure the 1996 Yankees World Series game was shown on TV during his wedding reception at the Mandalay Beach Resort.



A couple of years ago, Bluman was featured in the Los Angeles Daily News' "Inside SoCal" column:

Seth Bluman has a standing tee time at Camarillo Springs Golf Club. He's the first one out nearly every day. Bluman, the Dodgers' assistant ticket director, doesn't slip the pro a \$20 bill to make sure there's never anyone playing ahead of him. He simply arrives by 5:15 a.m. about four times a week.

Bluman drives from his West Hills home to Camarillo and plays at a fast clip, often in 90 minutes but usually never more than two hours. Bluman has a 4-handicap and once shot a 72 in 1 hour, 40 minutes (a statistic he's proud of). He showers at the club, then gets to his Dodger Stadium office by 9 a.m.

"I love the challenge," Bluman said. "It's a personal challenge, even if I'm playing by myself. I strive to play as well as I ever have. It's always a good day when you finish golfing by 7:30 and then head to work. You've already had a good day."

Camarillo is a public golf course, but he buys an annual membership for unlimited play.

On weekdays, Bluman plays by himself, but on weekends, he plays with a regular group of buddies. You'd think his wife, the former Miss Joanne Meyer (a Sigma Kappa from UCLA whom he met during Homecoming Week in 1991) and daughters, Sarah and Emma, would be a little miffed by all this golf, but that's not the case.

"I have a great wife. Even on weekends, I'm home for breakfast and coffee. I bring doughnuts for the girls, and I'm there by 8:30. I don't sleep a lot, but I'd rather be golfing."

As the summer is drawing to a close, Bluman's tee time is pushed back to as late as 6:15 or 6:20. He's still able to get to work just in the nick of time.

As a Dodgers employee, he's had a chance to play with Don Newcombe, Maury Wills and Rudy Law. But more often than not, Bluman plays by himself.

Sometimes, Bluman is the first to arrive at Camarillo Springs. Staff probably wouldn't mind if he started playing - they all know him well - but the carts are locked up at night.

Bluman grew up playing the ultra-tough Bethpage public courses in Farmingdale, N.Y. Bethpage Black hosted the 2009 U.S. Open. He started playing there when he was 13 and a round cost \$12.

"I grew up playing Bethpage, but it wasn't as famous back then," Bluman said. "There's six courses. Bethpage Black is unbelievably tough, especially in the summer, the rough is so thick. You can hit it about 1 foot out of the fairway, and

Bluman (continued) →



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Adytum on High

▲ Please remember the brothers who have passed to the Adytum on High:
James Blaikie - 1949 #213 (7/4/2002).
James McBroom - 1956 #498 (3/2003, Palm Desert).
Joseph F. Marsalek - 1954 #428 (11/21/07, Arcadia)
Ray Carlisle - 1939 #199 (11/25/07, Rancho Mirage)
John Selby - 1954 # 281 (8/1/07, Lakewood)
Jay Van Holt - 1947 #369 (4/6/08, Santa Rosa)
William Holmes - 1948 #381 (7/14/08, Woodland Hills-L.A.).
Dale Champion - 1947 #330 (7/24/08, San Francisco).
William Barnett - 1927 #41 (2009, Cardiff by the Sea)
Roger Denney - 1954 #468 (1/12/09, Irvine).
Eugene Lica - 1940 #247 (1/20/09, Tarzana).
Robert Thomas - 1940 #244 (1/28/09, San Marcos-S.Diego)
Raymond DeCamp - 1936 #157 (10/30/09, North Hills-L.A.)
Merle Swanson - 1954 #339 (2/26/09, Carlsbad-San Diego)
Dr. Elliott Brainard - 1948 #331 (2/26/09, Pahrump, Nev.)
Charles Norman Reed - 1960 #570 (2/22/10, Pittsford, N.Y.)
Hon. John (Jack) Crickard - 1942 #240 (6/22/2010, Glendale)
John Kulli - 1940 #217 (7/26/10, Pasadena)
Robert Smart - 1948 #233 (5/14/10, San Clemente).
Dr. Ronald J. Baskin - 1954 #500 (7/25/10, Davis)
Greg Scott - 1968 #708 (10/17/10, Chino Hills).
Ralph Scott - 1948 #327 (4/20/2011, Redondo Beach).
Glenn Smith - 1949 #335 (7/17/2011, Murfreesboro, Tenn.)
John Goodlad - 1953 #423 (9/4/2011, Corona del Mar).
Gary Gross - 1989 #1062 (10/19/2011, Huntington Beach).
Fred Thornley - 1949 #368 (10/2011, Fullerton)
James Cochran - 1964 #620 (11/23/2011, Valencia).
Robert Lashbrook - 1954 #464 (10/2011, Palm Springs).

Chapter update

The Actives participated in their ACE Project in November at the Stone Canyon Creek on the UCLA campus. The National fraternity encourages all chapters to give back to their campuses by providing volunteer service during the school year in its Altruistic Campus Experience program.

Sage Andrew Chung led an army of 25 actives and pledges to remove non-native flora and plant environmentally-friendly grasses. This is the 2nd year in a row that the actives have helped Santa Monica Baykeepers with this ongoing project.

Ryan Farjadi was Rush Chair, and a strong class of 25 neophytes were initiated. Pledge Educators were Brandon Rokos, Dan Nguyen (Paul Dinh's nephew) and Jimmy Martin, and Brian Warren was pledge father. Dominic Ferro was House Manager and IM Chair, and Paul Romano was Head Hasher. Graham Woolf was the "best" Philanthropy Chair ever. Edon Alkalay was Scholarship Chair.

▲ **Executive Council:** Congratulations to the new E.C. of 2012-13: Sage Andrew Chung, 1st Councilor Mike Murrieta, 2nd Councilor Brandon Rokos, 3rd Councilor Dylan Smith, 4th Councilor Evan Tseperkas (international student who is a native of Greece), Herald Sam Caine, and Social Chairmen Mo Abbas and Julien Feldbeim-Vinderman.

▲ **New Chapter Advisor:** Congratulations to Taek Chang, who follows the mighty tradition of Joe Henriksen and Joe Marsalek as purveyor of wisdom. Chang is an ideal candidate who attends UCLA games, works in finance for Toyota, and loves dogs.

UAA Report: Finances

Upsilon finances are strong, with \$11,000 in assets, and thanks to generous alumni donations, the UAA authorized the creation of two new scholarships for academics and community/campus service at its annual Board meeting on Jan. 12, 2012.

The UAA authorized payments for Golden and Silver Crosses, a new ritual altar, and framed photos of brothers from the 1930s. Treasurer Scott Scheffler diligently ensures that every year is profitable.

Balance sheet			Income statement		
ASSETS			REVENUE		
Cash	\$	11,585	Donations	\$	4,145
Receivables	\$	(689)	Founders Day	\$	2,740
Other	\$	100	Senior Dinner	\$	40
LIABILITIES & EQUITY	\$	-			\$ 6,925
Retained earnings	\$	10,996	EXPENSES		
			Dues	\$	600
			Bank fee	\$	56
			Founders Day	\$	1,487
			Gifts	\$	666
			Scholarships	\$	400
			Newsletter	\$	873
			Senior Dinner	\$	156
			House property	\$	188
			Website	\$	1,532
					\$ 5,958
			INCOME		\$ 967





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Cochran (continued) →

served as an inspiration and defined the term "leadership" for him.

Cochran honed his own leadership skills as an insurance salesman for the State of California where he became their top salesperson, and by joining Toastmaster Intl. where he was introduced to his next career opportunity: being a fundraising representative for World's Finest Chocolate. That opportunity turned into a 40-year-long career that saw him helping to raise money for schools, sports groups, churches and charities in need of funds, and earned him the title "The Candyman" as he was affectionately known by all. Cochran remained one of the top salespeople for the company until his retirement in 2006 and earned him numerous awards and accolades, including the prestigious WFC Lifetime Achievement Award.

Cochran enjoyed traveling with his wife, Sharon; playing golf with his brother, Tom; running model trains with fellow club members at the Travel Town Museum in Griffith Park; assembling care packages for the Any Soldier program at his church; building battlefield dioramas with his grandchildren; collecting toy soldiers. Although the physical frailty of his later years prevented him for doing many of the things he wanted, Cochran always maintained a positive attitude and was quick to draw a smile. His kind, selfless spirit was an inspiration to all who knew him, and the memories he created for people will live on in their hearts forever.

▲ Cochran's wife, Sharon, can be reached at (661) 799-3311. ΣΠ

Adytum on High: Remembrances of brothers



John Goodlad #423 (10/7/29-9/4/2011): Brother Goodlad, the beloved President of the "Old Men's Club" and a Golden Cross recipient, passed to the Adytum on High on Sept. 4 in Corona del Mar at age 82.

For years, Goodlad organized OMC holiday parties, and he was notorious for his involvement in a group that clandestinely infiltrated the USC campus and painted the Tommy Trojan statue Bruin blue prior to the USC game in 1950.

"John really treasured his friendships and the fraternity was a big part of his life," said his wife of 55 years, Nancy Goodlad. "He was very honored and pleased to be in the fraternity."

A rare native son, Goodlad was born in Los Angeles and graduated from Marshall H.S. He majored in Advertising Design at UCLA, worked on the "Southern Campus" yearbook, and earned a varsity letter on the Rifle Team. He served as 1st Councilor. In a shrewd move, he convinced a young football recruit from Long Beach, Joseph Marsalek, to pledge Upsilon, and along with Fred Thornley, helped Pledge Marsalek "make grades" and be initiated.

In 1951, Goodlad's Air National Guard Unit was called to active duty for the Korean War, and afterward, he earned his MBA at Pepperdine. He met the love of his life, the former Miss Nancy Lou Lanzit, on a blind date at a meeting of the Four-Cylinder Car Club, and they married in 1956. Goodlad's first job was in the printing business, but an Upsilon brother called him, needing staff for his petroleum company. He had no experience in oil but used the opportunity to learn the business and advance.

Goodlad later worked as a realtor in commercial and industrial properties in Glendale, and he enjoyed being able to set his own schedule and bringing parties together to create a deal. Goodlad belonged to many civic and social organizations, including the Oakmont Country Club. He served as president of the Glendale Rotary Club and was active in the Newport Beach Sunrise Rotary, with a 30-year run of perfect attendance. His hobbies included hunting, fishing, antique gun collecting, reading and golf.

Goodlad was a regular at Founders Day and returned to the house in 2007 as an Alumni Guest Speaker to discuss his career and the impact of the fraternity. He was de facto president of the Old Men's Club and hosted the Holiday Party at the Santa Ana Country Club for many years.

▲ Goodlad's wife, Nancy, can be reached at (949) 673-7377. ΣΠ



James Cochran #620 (7/6/1940 - 11/23/2011): Brother Cochran, a Past Sage during the 1960s, passed to the Adytum on High, at the age of 71 in Valencia. He beat the odds, having survived 10 years after a double-lung transplant.

Cochran was born in Washington D.C. to parents Paul and Zoe Cochran. The family later moved to Indiana, then Michigan, and ultimately settled in Culver City, California where he and brother, Tom, attended Venice High School. Cochran went on to attend Santa Monica City College and graduated from UCLA with a History major in 1963, which solidified his place as a die-hard Bruin fan and was elected Sage.

Cochran attended Founders Day in 2006 with another Sage from the early 1960s, Ed Cox, and the two reminisced about the Pajamarenos and other parties with the Beach Boys and other surf bands playing.

Cochran held season tickets to UCLA sporting events, his favorites being basketball and football, and even had the opportunity to meet legendary coach, John Wooden, who



Cochran (continued) →



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Thornley (continued) →

a wooden-plank aircraft carrier, which was stationed in the Pacific near Okinawa. This ship steamed into Tokyo Bay for the V-J Day armistice signing.

After WWII, Thornley did not want to return to Connecticut, so he journeyed to California and enrolled at UCLA. Soon after, Thornley pledged the fraternity, courtesy of Sage Bill Cutbirthy, and a couple years later, he saw his future bride crossing the street at Gayley Ave. He asked a sorority sister who Ardis was and arranged for a semi-blind date.

Ardis expected the date to be the other Yell Leader, a taller student, but it worked out and lasted for six decades together.

To win the competition to be a Yell Leader, Sherwood Chambers and Jim Ross promoted him with a fake resume as "State Champion Yell Leader" and taught him the Bruin fight songs and cheers, while the other frosh competitors only knew their high school songs.

In 1950, Thornley won election as USAC Student Body President, with much of his campaign staff from the fraternity. He used stunts such as entering the all-girls Miss Tropicana contest as "Federica Thornley."

Thornley and Ardis eloped to Santa Barbara, but kept the marriage a secret until after the USAC election because he did not want to lose the sorority vote. He announced the engagement at the Spring Orchid Ball, but without a ring. He had to dash to Hollywood to buy one, but made it back in time before the ball ended.

▲ Thornley's wife, Ardis, can be reached at (714) 738-8772 or AThornley@BigPlanet.com
ΣΠ



Robert Lashbrook #464 (7/9/1933 - 9/19/2011): Brother Lashbrook, a Golden Cross recipient and long-time generous donor to UCLA and the Upsilon Chapter, passed to the Adytum on High at age 78 in Palm Springs.

Lashbrook was a financial whiz and worked as a VP of Finance for Rockwell and engineering firms that were contracted by NASA for the Apollo and Space Shuttle programs. In 1979, he attended a reunion of the Apollo program astronauts and engineers.

Lashbrook was great with numbers, which naturally made him an ace at bridge games that he avidly played in the fraternity. At work, he was wary of computers and ran a strict office of attorneys, financial analysts and accountants, understanding the importance of the company's work.

Lashbrook, born in Inglewood, lived in the outdoors of Colorado for 15 years, and later retired to the desert. He stayed active as a skier and attended Bruin football games for 39 years until his death.

Lashbrook graduated from UCLA in 1957, and he was friends with David Randels and Carl Moroney, and often met Fred Nesbitt, his Little Brother who played basketball for the Bruins, and Kent Cummings at football games at the Coliseum and the Rose Bowl outside Tunnel 5.

Lashbrook stayed involved with the university by holding scholarship interviews at his home in San Marino for several years, putting students through the wringer, before bestowing the awards.

Lashbrook was a long-time "Bench Warmer" donor to the UCLA Athletic Dept., and contributed to the construction of Pauley Pavilion. Lashbrook's partner of 39 years, Pierre-Andre Monney, and his friends spread a portion of his ashes this past Fall in the Chancellor's Tent at the Rose Bowl. When a bit of bourbon spilled onto his ashes, they said, There's Bob, having a drink with us. Then, when the group went to their seats, the other long-time fans noticed that Lashbrook was missing. However, they spread some more ashes under the stadium seats and were able to say that Lashbrook was still with them, which provided good laughs and tears.

"He was quite the person, he had a lot of friends," Monney said. "He was a wonderful joker, and we had 39 incredible years."

Lashbrook traveled around the world twice, and owned a house in Puerto Vallarta for many years. He was not slowing down despite his illness, and had planned for three cruises this year.

▲ Lashbrook's partner, Pierre Monney, can be reached at (760) 699-8959 or DsrSki4U@Gmail.com. ΣΠ.



Fred Thornley #368 (1925 - 10/2011): Brother Thornley, a WWII veteran who was stationed in Tokyo Bay during the surrender of Japan and served as USAC Student Body president, passed to the Adytum on High at age 86.

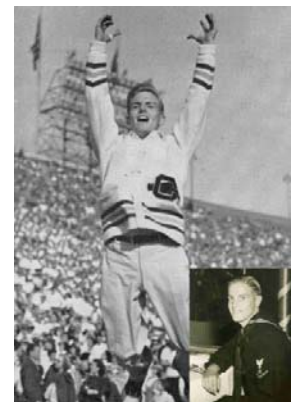
Thornley, though small in stature, was a gentle giant and served as a grandfather figure for younger members of Upsilon.

As a Past Sage, Thornley was an Alumni Guest Speaker who returned to the Adytum on Nov. 7, 2005, which was 60 years after his term to speak to Sages Jon Roper and Dashiell Nash and the Chapter. The night was memorable and Thornley parlayed simple, yet powerful, lessons from his years in the military, student leadership and business: Always say "Please" and "Thank you," and always remember that you can do more as a team than as an individual.

"He had a wonderful sense of humor and loved his children," said his wife of 61 years, Ardis Thornley. "He loved being around people."

Thornley showed that camaraderie by serving as Sage, USAC President and as a Yell Leader on campus.

Thornley served in the U.S. Navy on the USS Bon Homme Richard,



Thornley (continued) →



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Gross (continued) →

The 15-year evolution of the case finally gave children the right to speak during court, a voice that they did not previously. The case nowadays provides the basis for every court case for children's abuse.

Gross' bosses said that Gross was the one that you wanted on your side in important debates, and the various County departments always jostled to hire him away from each other.

"He was one of the most delightful young men I've met," said Jimmy Owens. "He was a man of priorities and love was his highest priority. If you gave me a list of people and I you can give me just one, could you please give me Gary?"

Once while living in Washington, D.C., Gross sneaked past the Secret Service to a reception for VP Dan Quayle at the Capitol. Later, as an intern, Sen. Ted Kennedy's staff asked him to arrange security for a big Cuomo-Kennedy wedding -- to specifically stop uninvited guests from crashing the party.

As an Eagle Scout, Gross won a merit badge for "horsemanship," and he won 3rd Place in a camp rodeo for Troop 42 in 1983.

Gross was not the oldest nor tallest of the three brothers, but they explained that he was the one to whom they looked up.

"He left a big footprint that people won't be able to fill," Kevin Gross said.

Gross organs were donated to others, and his legacy of giving to others survives him.

Photo: Greg Roth, Gary Gross, Sean Bloch and Lance Fuchs in Washington D.C. in 1993.

▲ Gary's wife, Lani, can be contacted at UCLani@Hotmail.com. He is also survived by his daughter, Talia. ΣΠ



Glenn Smith #335 (2/18/1926 - 7/17/2011): Brother Smith, a long-time donor to Upsilon Chapter and Golden Cross recipient, passed to the Adytum on High at age 85 in Tennessee.

Smith was a U.S. Navy veteran who enlisted in 1944 at age 17 and returned to UCLA on the G.I. Bill and graduated with a degree in accounting. However, he disliked desk work and enjoyed traveling and meeting colleagues, so he moved into management.

Smith worked in real estate in the Central Valley for the Kern County Land Company and communications in southern California and Nashville for Western Electric, ATT and Lucent. He retired in his wife's hometown of Murfreesboro, Tenn.

"I think God misplaced the pattern for him, for none have ever come close to his qualities and goodness," his wife of 63 years Octa Smith said. "I have really missed him as he had such a fabulous memory and could almost ready my thoughts. Glenn truly was a very loving, dear, kind, thoughtful and patient soul, and everyone that ever knew him thought very highly of him."

Smith commuted to UCLA from the San Fernando Valley and met his wife, a student in education who attended nearby Pepperdine, on a blind date with his cousin. The two married soon after on Aug. 8, 1948 -- a string of lucky "8"s from which Octa's name is derived.

Smith impressed his young bride by living the Creed -- encouraging chivalry by always diligently opening the car door for her during their 65 years together. He was frugal and didn't indulge, but cared greatly for her.

"He was the perfect gentleman to everyone," she remembers.

The Smiths enjoyed traveling and going on cruises, and they visited almost every state, including Hawaii. Smith would always read up on destinations, so the two could best enjoy the experience.

The Smiths had one son, Darrell, who died last year in 2011.

Photo: The Smiths at the Jack Daniels distillery in Lynchberg, Tenn., in 1993.

▲ Smith's wife, Octa, can be reached at (615) 895-3072. ΣΠ.



Gary Gross #1062 (7/16/1969 - 10/19/2011): Brother Gross, a long-time public servant for Los Angeles County who had argued winning cases before the State of California Supreme Court, passed to the Adytum on High at age 42 in Huntington Beach.

Gross lived the Creed by working for two decades in public service as a counsel for the County of Los Angeles, primarily for the Children's Court where he worked to protect the rights of

youths in domestic abuse cases, and also for the Sheriff's Dept. His County colleagues include Upsilon alumnus Arturo Martinez, Adam Treiger's mother, Ava; and Rob Webster's sister.

Gross grew up in San Jose and was a lifelong Giants and Bruins fan. He attended the prestigious Georgetown Law School with Upsilon alumni Adam Treiger and Larry Furst in the early-1990s.

In the fraternity, Gross was a calm, stabilizing force who did not get caught up in petty house politics or arguments, and always found the humor in events. He was not the biggest partier, but fully appreciated the camaraderie of his brothers. "It was a simpler time with happy, fun-loving adventures," Adam Treiger said in his eulogy. "He was a reluctant partier, but once he was convinced, he was all-in. He would set out for the library every night, but wouldn't always make it."

In the real world of politics and judiciary, Gross was a force. He was passion about social justice and proudly carried his ACLU membership card. His brothers likened him to Dr. Spock, less stoic and more humorous, but one who also understood that the needs of the few are outweighed by the needs of the many.

For the Los Angeles County Children's Court, he argued and won a case before the California State Supreme Court at age 27 that expanded the rights of children who were victims of abuse. **Gross (con't) →**





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1. Upsilon Alumni Association: The general fund that collects annual dues, donations for the Bill Meyer and Julien D'Avanzo scholarships for active brothers, communications (website, mailings, Founders Day invitations), and events. Not tax-deductible. Annual dues: \$35. Issue checks to "Upsilon Alumni Association" or <http://SigmaPiBruins.com/subscription.htm>.

Mail to: Scott Scheffler, Treasurer, P.O. Box 6201, Buena Park, CA 90622 - Chef@UCLA.edu.

Paypal: Alumni@SigmaPiBruins.com. (* checks preferred -- Paypal charges a 3% fee.)

* UAA can accommodate "Memorial Donations." If you wish to donate to the fraternity in memory of a specific brother, please contact me, and it will be included the designation in the next Pioneer.

2. Joseph Marsalek Upsilon Chapter Educational Fund: The chapter's own, separate tax-deductible foundation, established in 2007. It is managed by the national fraternity's foundation, but the funds are separate and under our discretion to be used for scholarships and loans for house renovations.

Issue checks to "Sigma Pi Educational Foundation - Joseph Marsalek Upsilon Chapter Educational Fund."

Mail to: David Finkel, Treasurer, 1830 Kelton Ave., Apt. #9, Los Angeles, CA 90025-4564 - DavidFinkel@Juno.com (818) 633-3898.

Thank you to the following Brothers who contributed to Upsilon – "A lifetime commitment"

Joseph F. Marsalek Upsilon Chapter Educational Foundation

Δ-Friend of Sigma Pi & Joseph Marsalek
Tau Phi Delta Level (\$50,000+)

Estate of Ray Carlisle

Grandest Orchid Level (\$1,000-10,000)

Rudy Feldman

* David Finkel

Estate of Joseph F. Marsalek

c/o Ms. Julie (Marsalek) Wage

* Carl Moroney

Joseph Marsalek

Matt Sumrow

Don Bullock

Claude "Skip" Keyzers

Robert Webster

**Brothers Finkel and Moroney have the national "Order of the Emerald" honor.*

Grander Orchid Level (\$500)

Paul Hutton

Bill Meyer

Timothy O'Hara

Scot Kawano

Tom Miller

Ralph Scott

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Grand Orchid Level (\$250+)

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Kurt Kenworth

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Fred Thornley

Orchid Level (\$100-250)

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James Ballard

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Wayne Fogelsong

Robert Fulkerson

Clement Jacomini

Ltc. Ronald Rule

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Phillip Dole

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Matthew Finn

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Robert Hillen

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Kenny Lehmer

Malcolm Lincoln

Barry Maiten

Alonzo Minjares

Anthony Orfila

Charles Osterlund

Rick "Craig" Owens

Daniel Pence

Dan Romero

Dario Sanchez

Steve Schechter

Al Venton

Richard Welsh

Δ Douglas & Sally Calderon

Δ Sharon Kelley

Δ Donna Ornell

Δ Susan Rubel

Δ Robert & Judith Spare

Gold Level (\$50-100)

Donald Vokal

Wayne Wilson

Alex Albert

Jack Bryan

Paul Dinh

Brian Gross

John Jess

James Lipow

Ted Pagel

Ben Perkins

Michael Perl

Kevin Peters

David Randel

Robert Seaman

Rob Ward

Ned Ash

John Burghardt

Δ Patricia Dyer

Δ John & Sally Jess

Δ Ted & Mary Pagel

Δ Kevin & Dana Peters

Δ Daniel & Gay Place

Δ Donald Vokal

Lavender Level (\$30)

Δ Martha Martell

Winton Ashton

** In memory of John Goodlad*

Hal & Marguerite Hennacy

** In memory of John Goodlad*

UAA - 2012

Grand Orchid Level (\$1,000)

Carl Moroney

Emerald Level (\$100)

David Finkel

Gold Level (\$50)

Mike Dykstra

Lavender Level (\$35)

Shelden Simons

Jacob Benz

UAA - 2011

Grand Orchid Level (\$250-500)

Ltc. Ronald Rule

Orchid Level (\$100-250)

John Goodlad

Claude "Skip" Keyzers

Carl Moroney

Emerald Level (\$100)

Mike Dykstra

John Goodlad (for Ralph Scott,

Adytum on High)

Robert Hillerman

Ken Ingman

Douglas Keppler

Barry Maiten

Mike McKenzie

Richard Pena

Daniel Peterson

Everett Rea (2012)

Eugene Roche

Gold Level (\$50)

John Cellar

David DeLuce (2013)

Paul Finwall

Joe Henriksen (for John

Goodlad, Adytum on High)

Ronald Jamison

Ken Lehmer (2012)

Alonzo Minjares

Alexander Ooi

Rick "Craig" Owens

David Randel

Louis Ravetti

Karl Schuttenhelm

Upsilon Alumni Association
c/o Jay Ross
1721 S. Granville Ave.
Los Angeles, CA 90025-1803

Annual Dues are Due!

Please help the Alumni Association by paying Annual Dues for 2012. Donations fund scholarships for actives (Meyer and D'Avanzo scholarships) and renovate the house.

Payment is on an 'ability-to-contribute' basis. We do a lot – please support the brotherhood!

Purchases include new robes for the Executive Council, a Brooks Brothers tie for the outgoing Sage, framing photos of WWII veteran brothers, and framing photos of varsity athletes.

Emerald level: \$100.00-Includes
Founders Day 2012 and
Homecoming Tailgater.

Gold level: \$50.00-Graduates
before 2007.

Lavender level: \$35.00-Graduates
after 2007.

▲ Issue checks to "Upsilon Alumni Association"

▲ Mail to Scott Scheffler, Treasurer at:
* P.O. Box 6201, Buena Park, CA 90622

* PayPal: Alumni@SigmaPiBruins.com

* Via website: www.SigmaPiBruins.com



"Old Men's Club" Holiday Party: From the days of yore, Dean Cameron, Ralph Scott and Bob Baker and their wives relive the glories of Upsilon.