

Alpha Beta | Founded 1858

Honoring the Past, Securing the Future

HISTORY OF ALPHA BETA

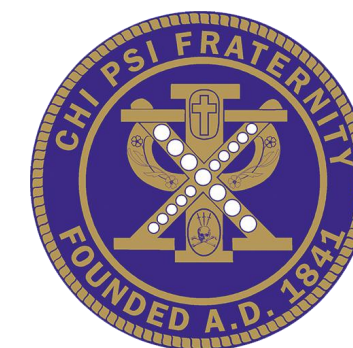
- Founded in 1858, Alpha Beta is one of the oldest and most historic Alphas of Chi Psi Fraternity.
- Alpha Beta has won the Thayer Trophy for most outstanding Alpha six times, the Goodbody Award for most outstanding academics three times, and the Founders' Trophy for emerging excellence three times.
- Alpha Beta alumni have served as Chairman of the national Executive Council and The Chi Psi Educational Trust, and on the Central Office staff.
- Six Beta alumni have received Chi Psi's highest honor: the Distinguished Service Award:

Robert M. Bell, B '58
John T. Austell, B '61
George C. Brauer, Jr., B '64

John W. Goodwin, B '71
Julian B. Emerson, B '80
Joseph B. Hughes, B '84



Kelly Leonard, B '80, and Dr. Bill Buice, B '80, with the Thayer Trophy in 1979.





ALPHA BETA TODAY

- With 200 undergraduate Brothers, Alpha Beta is the largest Alpha of Chi Psi.
- The Alpha maintains an average GPA of 3.41, ranking second among all fraternities at South Carolina.
- The Fall 2022 New Member class ranked first among all fraternities with a 3.47 GPA.
- The Alpha currently participates in philanthropy projects benefitting Mothers Against Drunk Driving (MADD) and the National Alliance on Mental Illness (NAMI).



THE ALPHA BETA LODGE

In 2004, an initial capital campaign was executed to fund the building of the current Lodge (508 Lincoln St.) in the Greek Village of South Carolina's campus.

The Alpha Beta Lodge houses **38 undergraduates** and provides valuable space for the operations of the Brotherhood.

The move from McBryde Quad to the Greek Village gave Alpha Beta a home to be proud of. More than **700 men** have passed through the Alpha since the Lodge was built.

Maintaining the quality of our Lodge is **increasingly important** as the University enhances residence halls and other fraternities make significant improvements to their houses.





CAMPAIGN OVERVIEW

Our Plan: Raise \$1.25 million to solidify the long-term financial stability of Alpha Beta and to fund future renovations and system upgrades to the Lodge.

Initial Goal: Pay off the 2004 mortgage for the original construction costs of the Lodge; approximately \$1 million.

Final Step: Create a maintenance reserve of approximately \$250,000 to allow for system upgrades and necessary repairs.

PURPOSE OF THE ALPHA BETA CAMPAIGN

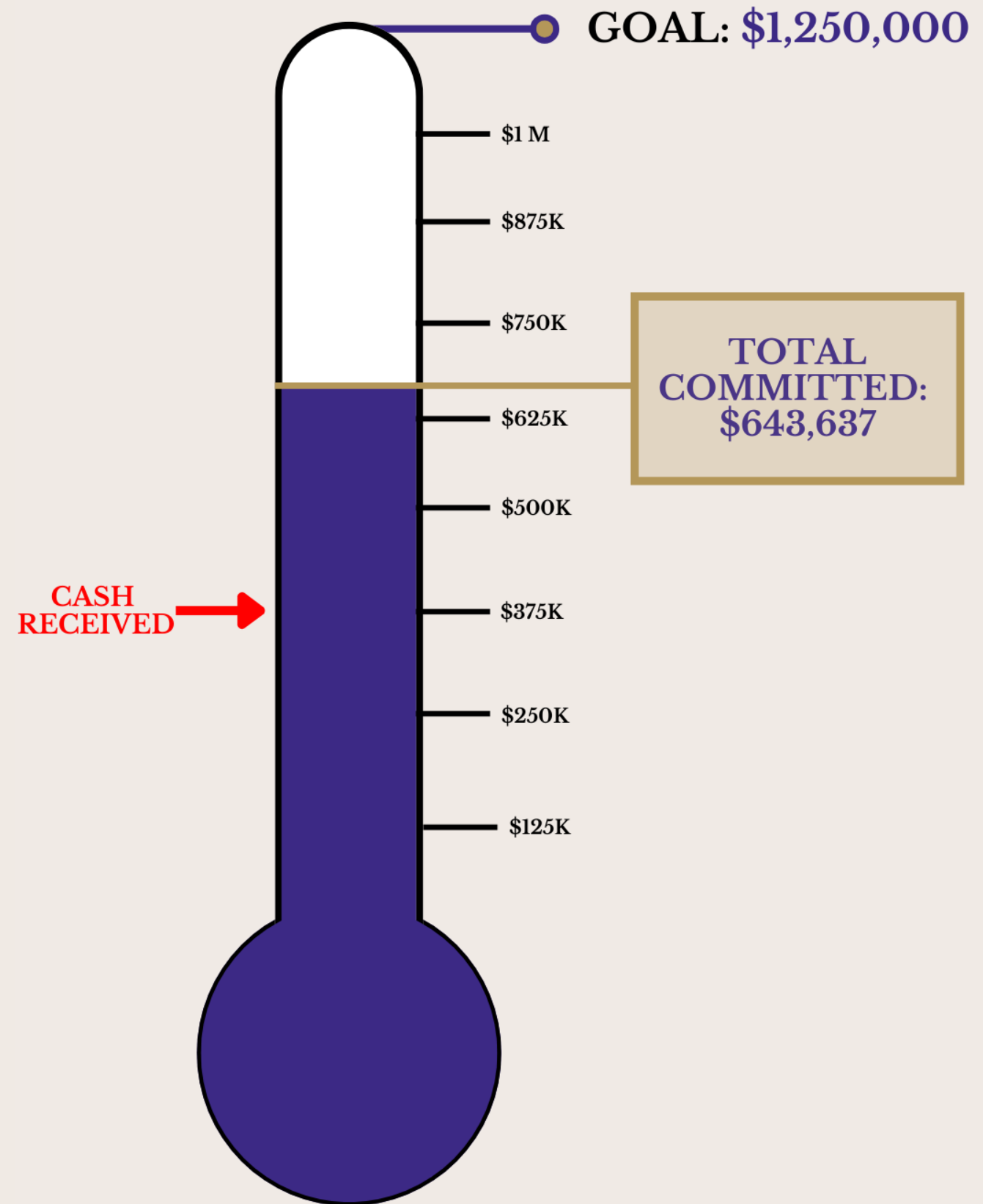
- Debt payments constitute nearly 20% of our operating costs. **Over \$100,000 per year.**
- The Lodge is 20 years old and will require ongoing updates, such as roof and HVAC replacements, in the near future.
- A reduction in our mortgage will put Alpha Beta on better financial footing to improve the undergraduate experience at Alpha Beta and to ensure the legacy of Chi Psi at USC for the long-term future.
- As a result of reduced financial stress on the Alumni Corporation, the Alumni Board will be able to focus more efforts on events and activities designed to bring the alumni base of over 1200 Brothers closer together.





- 10% of alumni will participate in the campaign
- 17% of donors will raise ~70% of funds (\$875,000)

ROAD TO \$1.25 MILLION



CAMPAIGN BOARD

Co-Chairmen

David T. Seaton, B '83

Marshall A. Reu, B '83

Thomas D. Howie III, B '97

Committee Members

John W. Goodwin, B '71

Dennis Way, B '79

Julian B. Emerson, B '80

John A. Pincelli, B '80

Norman B. Stuckey, B '82

Edgar H. "Trey" Walker, B '89

Sean P. Moriarty, B '92

Stephen M. Habat, B '12

