



The Iota

Iota Chapter of Pi Kappa Phi Fraternity | Georgia Tech | Summer 2012

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Rush 2012 Update

Our Spring 2012 Rush was one of the more successful ones in recent memory. Going into rush week, the Brotherhood realized we were facing some daunting circumstances: campus-wide, the number of freshmen men who came out for Fall Rush was significantly lower than in the past. Hence, just about every fraternity had to revise their numerical goals in order to maintain the quality of men we were intending to attract.

We attributed this problem to two variables, the first being a good problem to have. The incoming freshmen class had significantly more women in it than Tech is used to. No complaints there. Furthermore, we believed the continued turmoil in the economy, combined with the Institute's apparent goal of admitting more out-of-state students (who of course pay out-of-state tuition), probably made parents more hesitant to permit their sons to make such a big 4-year commitment in their first week of college. That's understandable.

Knowing this, we knew we had to make a considerably strong effort in Spring Rush to meet our annual growth goals. And that is what we did. Instead of taking a laissez-faire approach, which is usually the more popular route, the leadership decided we wanted a considerably more organized Rush apparatus. Through dictation of duties to a dedicated and trusty group of deputies

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Alumni Spotlight: Glenn Scott '96

Editors Note: For this edition of The Iota we're spotlighting Glenn Scott '96 of Columbus, GA. Glenn is a past president of Iota, and earned his degree in Biochemical Engineering at Tech. After completing his MBA at Auburn in Business Administration in Marketing, he is currently working as the Senior Human Resources Manager for Procter & Gamble. Read on!

Q: What kind of experience did you have joining Pi Kappa Phi?

It was fun! **Kevin Koesters '96**, my RA, invited me down as he was a pledge from the previous quarter. I played a little hoops and had time to meet the brothers. They didn't do a hard sell, which is what other fraternities typically did during Rush Week. They had conversations with me over the following week and I knew they were more interested in me than in the recruitment numbers. That hasn't changed in 20 years since I became a brother!

Q: After graduation, how did you go from being a Chemical process engineer for a Bounty paper-machine to Senior HR Manager at Procter & Gamble?

Rotation through different functions and geographies is part of the leadership track at P&G. The theory is that for anyone to be a general manager (running a function, brand, or country), they need to understand all parts



Brother Glenn in New Orleans.

of the business. So I've done everything from making Bounty & Charmin to doing sales calls at Family Dollar to leading executive training in Geneva.

Q: Being an engineer and working in HR are so different – do you think that being a part of Iota helped out your people skills?

Definitely. In fact, I'll go farther and specifically credit my leadership experience at Iota to getting me hired at P&G. They were looking for a combination of academics and leadership and service, serving as a chapter officer twice plus volunteering my spring breaks at PUSH fit the bill.

Q: What is your typical day like?

I'm usually online both early and late since my

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100 years at
Save the date
October 2013

2012 Homecoming

Saturday - October 27th

8 a.m. • Ramblin' Reck Parade
Fowler Street

TBD • Georgia Tech vs BYU
Bobby Dodd Stadium

2 ½ Hours Prior to the Game
Ramblin' Wreck Rally Tailgate
Tech Tower Lawn

From the Chapter President




I would like to take this moment to introduce myself and give you a brief update of how the chapter is performing as well as some of our future plans. I am a third-year Biomedical Engineering student and have been involved with Pi Kappa Phi since the spring 2010 semester. I

have previously served the chapter as its Secretary for the past year and as House Manager last fall and I look forward to staying involved after my term as Archon.

As the spring semester came to a close, the undergraduate chapter looks to sustain its growth and find new ways to expand our success in the fall. In the past year, we became a 100 man chapter and we are striving to maintain this success, initiating a 17 member associate class in fall 2011 and a 7 member class this spring. Also, the fraternity continues to improve in the area of academics, achieving an overall GPA of 3.0 with our fall 2011 associate class earning a 3.23.

Over the next few semesters, we hope to continually improve our GPA to exceed the all-Greek GPA. Going forward, the chapter looks to improve itself in a couple key areas including alumni engagement and involvement on campus. I look forward to working towards achieving these goals in earnest and am looking forward to my next semester serving the chapter.

Yours in Pi Kappa Phi,


Andrew R. Barth, I-1518

Chapter News

Push America - GAP Weekend

Over the past couple of semesters, the interest in PUSH America has been increasing in our chapter. It started with a wheel chair ramp and has since escalated to four brothers attending GAP (Give-A-Push) weekend. The weekend took place at Camp Holy Angels, a camp where PUSH had visited for the first ever GAP weekend. On Saturday, brothers from local chapters, expanded on the installations from a previous group. We doubled the size of the covered pavilion by installing a roof.

We also put in a retaining wall and planted a lovely set of flowers. Before we could start work that morning, we were taken on a tour of the whole camp and met many permanent campers. There were numerous people from the community there volunteering right beside us as we helped the camp out. Once we put in a hard day's work, we

went back to the hotel, cleaned up, and returned to the camp for dinner and a friendship visit. We got to eat dinner with some of the campers and their outlook on life is something to be desired. They live free of worry and don't really think too much about what others think of them.

As a result of that, they are always happy just to talk or do something in the company of others. Ignoring society's rules and thoughts and taking people for who they really are is something to try and emulate. In reality, we go there to help them out, but it is us who really learn something from them. On Sunday, we finished up the garden and finished spreading some mulch around the pavilion area. Then when we were done, we all got together and presented them with a grant for building materials. Out of their generosity, Camp Holy Angels

gave each of us a shirt with their logo on it. At the end of the day, I feel it was our group of Pi Kappas that took away even more than we put in. Giving back to the community and Camp Holy Angel was really its own reward.

Josh Johnston, I-1475



Undergraduate Spotlight: Ross Taylor '12



After graduation this spring, I plan to work at Ernst and Young as a valuation consultant in Transaction Advisory Services. This job will be located in Atlanta so I will continue to visit Iota and help in any way that I can. I am looking forward to football season as an Alumnus, and experience my first Alumni tailgate at the house and on Alumni bridge.

My favorite experience with Iota has been Formal in New Orleans each year. It's always a great weekend when everyone gets together but being in another city with the spirit of Mardi Gras beads, Bourbon Street and music makes it all the better. The memories and stories I have from my Formals will be some of the most unforgettable that I have from my time here. I have to say, Iota does run that town while we are down there. Great times.

Outside of PKP, I am a Department of

Professional Practice Ambassador. I played Club Baseball freshman year and have been on the Relay For Life Executive committee for three years. Relay For Life is an all-year fundraising event to raise aware and funds for cancer research. The event concludes each year with a 12-hour ceremony/event in which all participants walk or run around a track and host on-site fundraisers. The night is always full of mixed emotions but it's a great way to give back and support a great cause.

The associate members tend to do what the brothers do and believe what the brothers think is important is actually important. When the pledges saw that philanthropy and fundraising was important they started to fundraise themselves (for Push America). Philanthropy is very important, I pledged during the 2007-2008 school year and that year we won the Dean Dull philanthropy award. I saw it was important to the brothers so I became involved in philanthropy.



I have held multiple leadership roles at Iota. I was Vice Archon, Sorority Relation Chair, Push America Chair and a Big Brother to five Little Brothers. I try to encourage everyone at the house to maximize their potential. Iota has the potential to continue to be great. It just needs a friendly reminder once in awhile and I have been happy to step in when needed.

I believe the things an individual achieves in his/her life and the dreams they pursue are all about the people around them. Life is not a journey one should take alone. I believe to do what you love, but do it with those who you love. Even if you don't achieve every dream, you'll have a heck of a time trying.

Alumni News & Events

Del Brooks '63 - Retired as General Manager of Smurfit-Stone Container Corp, Seminole Mill in Jacksonville, FL in December 2007. Karen and I have 4 grandchildren (1 in CA; 3 in SC). We have been married now for 47 years! I enjoy woodworking, skeet & trap shooting. I recently killed an elk in 2008.

Russell Johnson '65 - Retired from full time employment 2000, now full time substitute teacher at local HS & power seller on ebay. Also buy and sell sports card collections. My wife (married in 1964) and two daughters, and six grandchildren (4 girls and 2 boys) are doing great!

John Puckett '67 - We welcomed our first great-grandchild last month. Luke Brunsting was born to Logan and Carissa Brunsting. Logan is currently serving in the US Army in Afghanistan.

Damian Stahl '90 - My wife, Rene, and three daughters Campbell (5), Hayden (3), and Parker (6 months) are doing great!

Chapter Eternal

We are saddened to have learned of the passing of the following Alpha Epsilon brothers since the last issue of the Pi Kapp Gator. We extend our sympathies to their friends and families.

Alexander McGraw '35

David McClanahan '42

Frank Hodge '45

Robert Stamps '54

Joseph Nocella '56

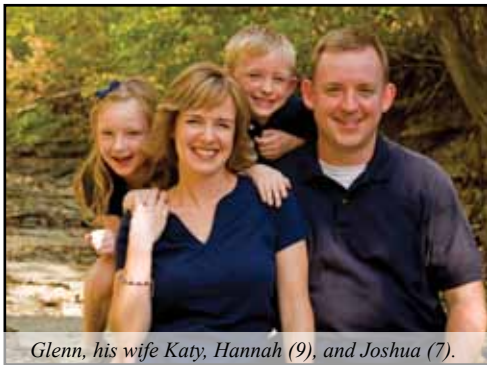
James Tierney '59

James Hicks '60

Donald Johnson '65

James Dull '95

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Glenn, his wife Katy, Hannah (9), and Joshua (7).

current role is a global one (and the earth isn't flat!) At least half of the normal work hours are filled with team meetings and leadership connections, plus meeting with my customers in the plants and marketing organizations. And there is always the unexpected crisis that seems to hit around Friday afternoon. I also take 2-4 hours per week for personal development - doing a quick training (like watching a TED video or hitting one of the Khan Academy courses), reading trade journals, or studying for a certification like the CPLP.

Q: What is the biggest challenge – sitting in the boss's seat?

The pace of change. We have to develop our capability at the speed of business, preferably ahead of it. Investing in our people is the way to win in market, but it also takes a lot of resources and a strategic direction to continue doing so regardless of economic conditions.

Q: When did you become interested in long distance running?

I started fundraising via marathons in 2005. I

had my Freshman 20 packed on and wanted to make healthier choices for myself and my family. Running a marathon was a big enough challenge to insure I made my lifestyle change permanent. And I am blessed with a very generous wife who lets me have the training time on weekend that I need to be ready for a race.

Q: How did you get involved with running for the Leukemia and Lymphoma Society?

I have a personal connection with cancer as I was diagnosed with non-Hodgkins Lymphoma within a year of leaving Tech. I've been in remission for 15 years now and fundraising for cancer research and patient advocacy is my best way of giving back.

Q: Have you ever hit the runner's "wall"? If so, how did you push through it?

I ran the Flying Pig marathon in early May and definitely hit the wall about Mile 19 given the hot weather that day. The best way to finish is to focus on the Finish line, not where you are currently limping on the course. Then let your training take over - it will carry you through the rough times.

Q: What type of training and diet do you follow?

I log about 500 miles of training for each marathon - 3 short runs during the week and the long one on the weekend. Best diet tip that I can give is to eat more of the healthy foods and cut out refined flour and corn syrup - it's easy to

drop weight without those 2 ingredients. But I do splurge too - nothing like a cold beer after a 20-mile run!

Q: How would you relate the success of finishing a race to the magnitude of lifetime accomplishments?

I think that there are several common factors in both - defining a clear goal, making a wise plan through the advice of others, and asking them to hold you accountable to those goals. I also suggest creating a personal purpose - it's hard to do, but saves so much time when I am making life choices. And choose something that you are passionate about - I've changed roles in P&G several times when I just had done all that I could do or learned all there was to learn - have a healthy impatience to experience new things.

I advise our young active brothers to take time to experience other majors - either other engineering courses or business courses.

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Glenn helps to fundraise for the Leukemia and Lymphoma Society at different U.S. races to raise funds for cancer research, patient advocacy, and care giving for/through families. Photo from the 2011 Seattle marathon.

Don't lock yourself into a major until you've looked around. I realized too late in my studies that I really should have been an I.E. versus a Chem E. I was able to switch once I started working full-time but wish that I had shopped around first.

To the right are some great tips from Glenn Scott on interviewing and preparing yourself for the next chapter in your professional life.



Some of our 2012 graduating seniors . . . good luck and best wishes!

How to Get the Job: Tips From a Senior HR Manager

1. Know the company - do your research.
2. Be able to answer why you want to work for them and what you bring to the table - have your 30-second elevator speech ready at all times.
3. Interview them too - come in with a set of questions that are right for you (i.e. What's a career path look like in your firm? What would my first 3 assignments look like?)
4. Always use the CAR model - Context, Action that you took, Result that you delivered. Although I know that we deliver results many times as a team, the interviewer wants to know what YOU did because they are not hiring the team.
5. Be 15 minutes early always and don't over book yourself. An interview can sometimes turn into a hiring decision, so don't ever be rushed if they are willing to take more time than promised.
6. Check your social media - companies frequently check Facebook, Twitter, etc. before they schedule an interview with you.
7. Always follow up with a thank you letter. It's old fashioned but it works.
8. Don't be afraid to ask for feedback if they call you back with a "no". You can also ask if there is another role in the organization that might be a match - what do you have to lose?!
9. Show your depth - interviewers like to see success in more than just academics.
10. Relax and be yourself - they can tell when you aren't yourself. And be OK with saying "I don't know" - honesty is better than vagueness.

Good Luck!

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Spring 2012 new members.

who we believed reflected some of the core group personalities in the fraternity, we were able to quickly separate the kids we wanted from the rest and focus our attention on convincing them not just to go Pi Kapp, but to go Greek at all. Usually, when we get people in the door and convince them to come back at least once, we're pretty close to sealing the deal. I believe that's a testament to the quality of the men we have attracted and convinced to join over the past few Rush cycles. Cool guys like cool guys. That, combined with the generosity of our alumni which has allowed us to continuously update the condition of the house, makes

us a very attractive fraternity on campus. By the third day of Rush we had far surpassed our minimum goal and were close to beating our rosiest expectations.

At the end of the week, we had 12 accepted bids, the biggest Spring Pledge class on campus the second time in 3 years. That, however, is not the statistic I'm most proud of; what I am most proud is the fact that we gave out only 13 bids, honoring my commitment to marry the Brotherhood's growing demand for only top quality men with the need to continue our numerical growth. We selected 13 guys that we thought would be a great fit, we thoroughly vetted them, and

we were able to convince 12 of them to accept their bids, for a staggering 92.3% acceptance rate.

Unfortunately, as is typical for all fraternities, we lost a few guys along the way. In the intervening months between the end of rush and initiation, a few of the guys decided Greek Life was not for them; some decided that they were too busy with classes to honor their commitment to the Fraternity at the time, but we're confident we'll get a few of them back this fall. We were still able to initiate a comfortably large group of men. In the future, however, we need to learn to channel the same energy into retention that we were able to muster for Rush.

Going into Fall Rush, we again acknowledge the possibility for a drop off in Rush numbers and we're trying our best to make creative adjustments to our Rush apparatus to accommodate that. One such solution we have devised is a Brotherhood-funded scholarship for incoming freshmen; this modest scholarship will enable young motivated Freshmen to remember our brand

and what could be on the line for them as they make their rounds during Rush. It will also enable us to learn a little bit more about the guys that we might like to invite to join us. I and a few other brothers remaining in Atlanta for the summer also plan to create an informal Summer Rush committee to come up with creative events to reach out to summer freshmen who are adjusting to campus life.

As Vice Archon, I'm always happy to hear from alumni and accept contributions, whether monetary to help support our inaugural scholarship, or simply ideas to better our Rush performance. One goal I have that I share with the new EC members is to just generally have more interaction with our local alumni, so please feel free to send me an email or drop me a line. Thank you for your continued support and I hope we're keeping you proud.

Yours in Brotherhood,

Brian Coffey, I-1491a55
Vice Archon