



Making Better Men
AGR 2nd Century at NDSU

Fireside Chatter

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Campaign News:

- Campaign is on target to be at 65% of goal or more by Homecoming 2008.
- Homecoming Plans? Pencil in Sunday, October 5th from 10 to 2pm for the AGR brunch at the "Season's at Rose Creek" located in south Fargo. Details to come.
- The Building Committee is investigating off-site parking opportunities, and is working closely with a local realtor to reach out to neighbors in hopes of acquiring additional property.

Epsilon Receives a \$250,000 Challenge Gift!

Thank you David and Marlys Sunderland

David and Marlys Sunderland want to give back to Epsilon Chapter. After all, it was through AGR that the couple met in the 1960s.



David Sunderland is on board to contribute a challenge gift to the campaign

They were married during David's senior year. The rest you could say is history. Forty-one years of marriage. Two sons and four grandsons. And the building of a very successful insurance business. To support Epsilon's 2nd Century Campaign, the Sunderlands want to give up to \$250,000. But their ultimate gift rests on the broad shoulders of alumni to match their gift dollar for dollar by September 15th. We're calling it "Fall Rush." While the undergraduates are rushing incoming freshmen to become new members of AGR, alumni are rushing for dollars to launch a very important capital project.

"From the start of this campaign our goal was to be at 65% of \$1.75 million by Homecoming 2008," says Gregg Halverson '71, Cam-

paign Committee Chair. "With the wonderful gift from Dave and Marlys and a successful match, we'll grow our tally by \$500,000, smashing the million dollar mark and positioning this project on a rock solid trajectory for success. I've been 99% sure that we'd be successful with this project. With the energy that this contribution creates, now I'm 100% certain."

The Sunderland family has been great supporters of NDSU and the Bison athletic program. "Our NDSU sports teams are winners," says Dave. "This produces a great sense of pride and confidence on the field, and quickly spreads throughout campus and well

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Deadline for Gift Match



Gift from David and Marlys Sunderland (continued)

into the community beyond. AGR brothers know what this feeling is all about. Their time on campus – living and learning from each other and experiencing all the opportunities that NDSU has to offer - provides a great sense of pride, confidence and know-how that will transfer directly into their personal and professional lives after graduation.

“The AGR house was a terrific home when we attended college thanks to Harold Schafer and other generous alumni,” adds Dave. Now it’s our turn to invest in the house to insure it’s a great home for young men attending NDSU in the future. It would be a terrible loss for AGR

to give up this terrific location on campus. The job needs to be done. We can do this. With our gift used as an incentive, I hope we can get more brothers on board to support the campaign, and rekindle the connection between alumni, undergraduates and NDSU.”

Join the Fireside Circle to Participate in the Sunderland Challenge!

To be eligible for the Sunderland Challenge and to become a member of the Fireside Circle, new donors must contribute at least \$10,000 or more to the capital campaign. Existing donors, who have given \$5000 or more since the campaign

began, can contribute an additional \$5000 or more to be eligible. Fireside Circle donors will be publicly acknowledged for their support in upcoming issues of the Fireside Chatter and Donor Roster, and at campaign events including the General Campaign Kick-Off October 5th. A display of Circle donors will also be on permanent display at the chapter house at the conclusion of the campaign.

For more information on how you can participate in the Sunderland Challenge, contact Bill Harbeke at 701/277-9681, email at goldieh@juno.com, or any member of the Campaign Committee team.

Considering a Tribute?

What finer recognition could there be for a classmate, professor, mentor or brother than a Tribute gift extended in their honor to the 2nd Century Campaign. Tribute gifts are regularly recognized in the campaign Donor Roster and Fireside Chatter and will be on permanent display at the renovated/expanded chapter house long after the campaign is over. Tribute gifts made this summer and early fall will be announced at the General Campaign Kick-Off. With donor approval, alumni and friends will be encouraged to contribute to named Tributes as the campaign proceeds. To make a Tribute Gift, complete this coupon and enclose it with your campaign pledge card.

First Tribute Gift Received - The Ralph M. '17 & Ralph R. '63 Ruliffson Tribute contributed by Joe S. '56 Ruliffson.

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Your Name and Graduating Year:

Your Tribute Honoree:

Honoree Description: (Why have you selected your Tribute Honoree for special recognition? Please include pertinent details of your honoree for use in future campaign materials.)

Your Preference for Acknowledging Your Honoree: (For example, The John Doe Tribute Contributed by Robert '69 and Sally Doe)

With your Tribute gift of \$10,000 or more, you are eligible for a naming opportunity within the Chapter House. Do you have a preference for a specific room?

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Momentum is Building!

Support for the 2nd Century Campaign has been solid from day one. We've done our homework. It took several years to investigate all our options, working with local professionals to steer us through the process. Once we tested the plan with a targeted group of alumni in the spring of 2007, we knew we had the eyes and ears of the brotherhood paying attention, and now alumni are voting their support with dollars and cents.



Brant Bigger '00

We have yet to launch the campaign, but individuals have stepped forward with leadership gifts of \$10,000 to \$250,000 based on their confidence in the 2nd Century vision and the credibility of the many volunteers who've

put it together. With the addition of David and Marlys Sunderland to our donor ranks, we now have potentially \$500,000 in new gifts to kick-off the General Campaign. Although we're in the heat of summer now, the commitment of AGR brothers is snowballing. We're picking up speed, gaining support daily that will help us smash through the million dollar mark in the fall and put us well on our way to achieving \$1.75 million when we reach out to the entire brotherhood for support.

If you're reading this newsletter today, you've been identified as a brother who can make a difference in this project, who has the capacity to step forward and give us the necessary shot in the arm that will break our short term financial goals. With your support, others will follow. Our donor roster tells the whole story. The vision has been established. Our job now is to make it a reality.

How Can I Make a Gift or Pledge to the 2nd Century Campaign?

Contact Bill '69 and Geri Harbeke at 701/277-9681, email at goldieh@juno.com, or any member of the Campaign Committee. To assure that you receive proper credit for your gift, please complete a campaign pledge card available from any member of the volunteer team.

This Campaign Is NOT About Preserving Our Legacy

The 2nd Century Campaign is focused on serving a new generation of college student, not preserving our 100 year history at NDSU. Today's students have unique wants and needs that are very different from our own experience. Faced with this growing reality, colleges and universities are taking a whole-sale look at the way they do business. Big changes are occurring on campuses nationwide as administrators and faculty wrestle with academic programs, staffing and facilities to enhance their institution's competitive edge with the emerging demographic called the "Millennials." To be a viable part of a campus community like NDSU, Greek organizations must change too. Some are calling the Millennials the

largest population group since the Baby Boomers of the 1950s and 60s, and its growing. The Census Bureau predicts that the biggest segment of the new generation will reach its peak between 2005 and 2011.

Millennials going to college are:

- Close with their parents... "They're the most protected generation in history."
- Focused on grades and performance
- Busy with extra-curricular activities
- Interested in mathematics and science, and less interested in humanities
- Eager to take part in community activities
- Savvy in technology
- Demanding of a secure, regulated environment

In short, organizations such as fraternities and sororities that foster ideals such as friendship and career advancement have an opportunity to grow with the Millennial generation. AGR has a legitimate role to play as we look to our 2nd century of service at NDSU. But to realize this vision, housing must be examined. Can we meet student expectations currently? Without change, specifically as it relates to privacy and safety, the current chapter house cannot be competitive. With the renovation/expansion complete and scholarship program in place, the university will continue to see Epsilon Chapter-AGR as partners and collaborators, enhancing the college campus overall for this important generation.

A portion of this article was compiled from *Trends in Higher Education: How do they Impact the Fraternity & Sorority World?*—Mari Ann Callais, Ph.D.

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What's Up with Summer Recruiting?

- Over 160 men contacted to date
- AGR and Sigma Alpha are co-sponsoring a scholarship program to enhance recruiting efforts. "This is helping Epsilon get our foot in the door with potential new members," says Brant Bigger '00, House Corp. president. Epsilon hopes to extend three - \$500 scholarships this fall.
- 15 applications from incoming freshmen men have been received.
- A dozen plus face-to-face visits with potential new members have already taken place. More are scheduled.



"One of the best things that happened to me as a young man is the opportunity to become an AGR. The House shaped my future by providing me with opportunities to grow as a person, and prepared me for my career in business."

Mike Vipond '82

"I believe in the project because of how good it feels to be talking about my AGR memories. I have been reconnecting with brothers and the bond that we made many years ago immediately races through me. It feels great. I know if we reach out to every brother they will enjoy that same feeling."

John Giese '80

