



THIS MONTH AT NU



FRATER FIGHTS PROPOSED CITY ORDINANCE

Towards the end of January, the Berkeley City Council proposed adopting an amendment to the city's municipal code that would expand the second response noise ordinance from 120 to 180 days. Given the amount of second responses administered in the last six months, south side Berkeley residents considered it to be a practical means to limit loud parties and noise complaints.

Indignant, members of Cal's Interfraternity Council sought to keep the 120 day period in place. Members of its executive board, in conjunction with members of Berkeley Student Cooperatives, the Panhellenic Council, and the Associated Students of the University of California attended the council's meeting and spoke out against the legislation. Founded on the grounds that there were better alternatives than stricter legislation, and pointing out the high number of student turnover in these residences, the city council voted to table the topic until April.

As of now, students have been mobilizing to find alternatives. A south



Frater Oren Friedman speaks at the January 24th Berkeley City Council Meeting.

side residents committee has been formed, bringing together members from the aforementioned organizations and communities. The city and the Berkeley Police Department have been reached out to in the hopes that a sustainable solution will be put into place.

The project has been partially headed by Nu Chapter's own Oren Friedman in his capacity as the IFC's Vice President of External Affairs. Currently, the issue is still being addressed, and will hopefully be resolved by the next time the council gathers to discuss the matter.

AARON RODGER BECOME HONORARY INITIATE

On January 5th Cal's 2003-2004 starting quarterback, Aaron Rodgers, was initiated along with his fellow Green Bay Packers quarterback Graham Harrell as honorary members of Tau Kappa Epsilon at the Sigma-Xi Chapter at St. Norbert College. A small group of collegiate and alumni fraters helped with ceremonies to orientate them with the principles of Tau Kappa Epsilon.

Aaron expressed interest in Tau Kappa Epsilon back in April after the idea of joining a fraternity came up while the two quarterbacks chatted about college life, Frater Dan Zegers, a TKE Alum at St. Norbert who is now a scouting assistant for the Packers,



Fraters Aaron Rodgers, Dan Zegers (Sigma-Xi), and Graham Harrell.

mentioned joining as an honorary member.

According to Aaron, his desire to join Tau Kappa Epsilon stems back to his desire to join Nu chapter back when we were getting started, however as a starting quarterback was unable to.

Upcoming Events

Spring Alumni Dinner

March 18th: 6 PM

Chapter House

Join your fellow Alumni and Undergraduate Fraters' for the Annual Spring Alumni Dinner to be served at the chapter house. This is a great opportunity to catch up with old friends and to show new fraters that TKE truly is the Fraternity for Life. Please RSVP to Oren Friedman at ofriedman@tkenu.com

Alumni Oakland Athletics' Game

April 22nd: Time TBD

Oakland Coliseum

Join your fellow Fraters for a fun day of baseball as the Oakland Athletics take on the Cleveland Indians. The game starts at 1:05 PM and there will be an Alumni Tailgate immediately prior to the game. Contact [Oren Friedman](mailto:Oren.Friedman) for details or to RSVP.

Support the Chapter

Donating Time and Skills

Looking to donate in a more interactive way? Consider donating your skills to the chapter. Both Nu Chapter and the Grand chapter are always looking for Alumni Volunteers. For more information on what you can do contact Anthony Wright '10:

awright@tkenu.com

Donating Things

The Chapter is always in need of many common house-hold items. If you have something you are considering throwing away or donating stop and ask to see if the chapter could use it. You can contact the chapter Prytanis at president@tkenu.com.

Donating Money

Monetary Donations are always welcome and can help the chapter with various causes. Donations may be made online, by phone, or by mail.

<http://www.tkenu-alumni.org/donate>

For more information on our scholarship programs visit the alumni association website: <http://www.tkenu-alumni.org>

Chapter Officers

Prytanis: Michael Tuffli
Epiprytanis: Jacob Zipperstein
Hypophetes: Alex Voet
Grammateus: Eric Foard
Crysochylos: Sean Greene
Histor: Oren Friedman
Pylortes: Michael Nave
Hegemon: Alex Morris

Board of Directors

President: Mark Edelstone '83
Vice President: Steve Schmidt '90
Secretary: Will Deady '54
 Tom Morgan '50
 Craig Kirchner '86

Board of Advisors

The Board of Directors and:
 Carl Anderson '57
 Cliff Ceridono '57
 Dick Anderson '58
Treasurer: John Phillips '61
 Peter Cloven '86
 Anthony Wright '10

Alumni Association

President: Chip Wray '53
Vice President: John Bell '57
Secretary: Robin Harris '56
Treasurer: Wayne Martinez '74
 Anthony Wright '10

Update your Info

New Address? Phone Number? Email?
 Make sure to update the chapter whenever your information changes so that we can keep you up-to-date on chapter and alumni news and event. Update online at:

Share Your Story!

Do you have news? Let us know what going on with you!
 Know someone who should be in the spotlight? Share it!
 Please send your stories, requests, and updates to the editor,
 Anthony Wright, at:
awright@tkenu.com

ANNUAL MEETING OF NU OF TAU KAPPA EPSILON, INC. HELD

On February 23rd the annual meeting of Nu of Tau Kappa Epsilon, Inc. was held at the Doubletree Hotel Restaurant in Berkeley. Nu of Tau Kappa Epsilon, Inc. is the California Non-Profit Corporation which owns and operates the chapter house and all those men who have paid their dues to the Nu Chapter Alumni Association are voting members of the corporation. At the meeting the current status and recent accomplishments of the undergraduate chapter were discussed and votes were cast for those

who would serve as director for the next year. After the tabulation of all votes the prior year's board of directors was reelected. The Directors for the 2011 year are Tom Morgan, Will Deady, Mark Edelstone, Craig Kirchner, and Steve Schmidt. The following officer's were elected:

President: Mark Edelstone
 Vice President: Steve Schmidt
 Treasurer: John Phillips
 Secretary: Will Deady

RUSH SUCCESSFUL: UPSILON CLASS OF 13 INDUCTED

Nu Chapter welcomed 13 new candidates for membership into its chapter after one week of recruitment events and a competitive selection process. After attending several rush events such as La Val's Pizza in Berkeley, CA and "Broomball" at an ice-rink in Oakland, CA, these 13 men stood out to our chapter as men who embody the values and ideals of a TKE. The Chapter is confident that the Upsilon Class will demonstrate the strong leadership ability of our chapter as well as our passion for helping our local and global communities.

chapter, they were able to execute a successful rush. This semester's recruitment week, according to rush chair Ryan Tabura, "was successful only because of the hard work and support of our Fraters who went out of their way to come to rush events and keep in contact with the guys who they saw fit to be TKE's."

The Chapter would like to thank the relentless efforts of its 3 recruitment chairs, Andrew Trevino, Fred Hertlein, and Ryan Tabura. After weeks and countless hours of planning, organizing, and meeting with the

The Chapter is both pleased and excited to see the Upsilon Class take part in the pledge process which is led by Junior, Alex Morris. Similarly to the Tau Class, the Upsilon class will be asked to demonstrate their leadership potential and show the Nu Chapter that they embody the TKE values of love, charity, and esteem, by taking part in our pledge process which consists of several team-building and motivational exercises.

EMPLOYMENT OPPORTUNITY**Sage Centers for Veterinary Care --
Director of Sales and Marketing
Job Description**

Brandt Handley, Father of Frater Christian Handley, is looking for someone with between ten to fifteen years working experience in consum-

er and/or B2B marketing, who is willing to work at both the strategic and tactical level and currently resides in either the San Francisco, East Bay or San Jose areas. Additional information on the opening can be found attached to this newsletter.

Sage Centers – Director of Sales and Marketing

Company Background

Sage Centers for Veterinary Specialty and Emergency Care (www.sagecenters.com), based in the San Francisco Bay Area, was founded in 1992 as Veterinary Surgical Associates (VSA), eventually becoming one of the largest veterinary specialty practices in the country. Sage's practice includes approximately 50 highly trained veterinarians and over 200 staff in four locations, providing the highest quality specialty veterinary care for cats and dogs. This care includes surgery, neurology, internal medicine, oncology, cardiology, emergency/critical care, pain management, physical rehabilitation and alternate medicine. Sage recognizes the important role that animal companions play in our culture and how they contribute to our health, happiness, and wellbeing. Sage is committed to serve the Bay Area with the highest quality veterinary specialty care medicine and the utmost consideration for their clients, the veterinarians who have entrusted Sage with their referral, and their employees. Sage now seeks a dynamic and "pet-passionate" Director of Sales and Marketing, a new position at the company, reporting directly to the Chief Operating Officer. An attractive and competitive compensation and benefit package will be offered to the right qualified candidate who is within commuting distance of their headquarters in the East Bay.

Job Scope

Sage's marketing efforts have been mostly tactical to-date, focusing on the website, brochures, signage, events, and transitional marketing efforts as the firm has gone through recent name changes. The company now needs to move to a more strategic approach in building the business by defining its UVP, completing an extensive competitive analysis and then developing a holistic marketing plan. This Plan needs to nurture and grow Sage's network with referring Doctors of Veterinary Medicine (rDVMs), develop a digital marketing/social media plan and establish and grow Sage's relationship directly with clients and the rDVMs, through leading and developing numerous marketing events. The job scope of this new position is to primarily strengthen and deepen Sage's business development, marketing and sales prowess while immersing the company into the lives of their current and prospective clients and rDVMs to understand and deliver against their needs. The role also involves ensuring the Sage doctors are continuously updated on Sage's offerings; maximizing referrals between doctors within the practice to both enhance patient care and the financials. The Director of Sales & Marketing will provide leadership and coordination of all company sales and marketing functions; develop and implement Sage's sales and marketing strategy; and then monitor and analyze sales and marketing activity against goals. Ultimately, the Director will be responsible for growing sales through achieving excellence in marketing strategy, implementation and analysis. The position is required to be hired immediately.

Key Accountabilities

- Aggressively achieve or exceed annual revenue targets
- Develop a strategic marketing plan for Sage with annual marketing budget plans
- Execute tactical marketing plans against that strategy
- Assess competition and develop strategies to mitigate competitive risks
- Analyze and summarize competitive data and trends for the organization
- Define and refine the Sage brand and create, leverage and grow the brand's equity
- Develop deeper relationships with existing clients and prospects
- Drive marketing communication deeper internally and externally with clients and rDVMs



- Identify new marketing opportunities for Sage based on a better understanding of clients
- Develops a social media plan that builds the business through “paid, owned and earned” channels
- Identify and develop PR and community outreach events that strengthen the Sage brand
- Ensure top tier rDVM relationships are developed and nurtured
- Drive referrals internally for other treatments among Sage’s clients
- Develop and oversee the management of internal operating budgets for all marketing activities
- Ensure consistency of Sage branding internally and externally
- Review, refine and reproduce all of Sage’s collateral materials, as needed
- Calculate ROI for all events to ensure that all resources are being used efficiently and productively

Required Skills, Qualifications and Motivations

- Experience in both strategic planning and tactical marketing execution
- Deep consumer marketing/CPG experience as well as B2B marketing skills
- Deep marketing communication skills
- Knowledge of image building through below-the-line spending and successful public relations efforts
- “Smart and Scrappy” successful marketing experience with smaller budgets
- Excellent written and verbal communication and interpersonal skills
- Experience working with small teams and producing results through others that are not reports
- Business driver that consistently meets or exceeds revenue goals
- Experience with competitive analysis and research towards understanding the consumer
- Analytical skills that cover competitive, consumer and business partnership understanding
- Leadership of a successful creative process primarily using external resources
- Production of quality materials within tight timeframes and smaller budgets
- “Pet-Passionate” marketer who is enthusiastic and motivated to get the job done
- Experience with establishing a new brand and/or re-branding efforts is preferred
- Self-starter with a high degree of confidence in his/her abilities

Education and Experience

The successful applicant will have a Bachelor’s degree in marketing communication or another related field. An MBA is preferred but not required. S/he will have between ten to fifteen years working experience in consumer and/or B2B marketing, be willing to work at both the strategic and tactical level and currently resides in either the San Francisco, East Bay or San Jose areas. The assignment requires a willingness to work a flexible schedule and some travel.

Reporting Relationships

Reports to the Chief Operating Officer and a member of the Sage Leadership Team

For Further Information Please Contact:

Mr. Brandt A. Handley
Managing Director
Resource Options International, Inc.
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E: Brandt@Go4ROI.com