

a
Tradition
in **Brotherhood**



the **Campaign** for the
Phi Sigma Kappa House

Kappa Deuteron Chapter -
Georgia Institute of Technology



**John Brock,
Honorary Chair**



Coca-Cola Enterprises is a top company not only in its own industry, but in the world of business. Last April, John Brock '70 was chosen to lead this iconic powerhouse into the future. John says his leadership skills were honed early on at Georgia Tech as a member and officer of Phi Sigma Kappa fraternity.

Prior to taking over the reins at Coca-Cola Enterprises in April 2006, John was the chief executive officer of InBev, the worlds largest beer brewer by volume. Prior to that, he was chief operating officer of Cadbury Schweppes and chairman of Dr. Pepper/Seven-up Bottling Group. He was named Beverage Industry magazine's Executive of the Year in 2000.

John also serves on the President's Advisory Board for Georgia Tech and was named a recipient of Tech's Distinguished Alumni Award.

John supports the upcoming capital campaign out of gratitude for the Kappa Deuteron Chapter. "If you had a good experience with the fraternity, as I did, and if you value it, giving something back so that opportunity can continue for others is the logical thing to do," he says. Building a new house also "increases the chances of alumni wanting to get together to renew their ties, giving them a place of pride in which to do it."

John notes that the Phi Sig house is simply not competitive with other fraternities' facilities at Georgia Tech. "It makes recruiting a challenge," he points out. He adds, " If we want to continue to have the Phi Sigma Kappa fraternity at Georgia Tech- and I know we all do- we need to make sure the physical house is competitive. "

Campaign Co-Chairs

Tom "Hoot" Gibson '59
John "JR" Gilbreath '84

Honorary Chair

John Brock '70

**Capital Campaign
Coordinator**

Shannon McCarthy '92

Steering Committee

Tom Hughes '59
Hoot Gibson '59
Forrest Hibbard '76
Mark Lassetter '83
John Gilbreath '84
Shannon McCarthy '92
Tom Oliver '92
Ed Gaile '94
Dave Waters '94
Jubal Gatwood '96
Dirk Lamb '02

Class Representatives

Ed Gilbreath '58
Richard Lejk '58
Tom Hughes '59
George Rollins '58
Tom " Hoot" Gibson '59
Robert Gunn '60
Richard Lowndes '58
Clarke Mercer '57
Marvin Turner '58
Charles Morris '67
Peter Berzanskis '77
Forrest Hibbard '76
Mark Lassetter '83
Chip Kelly '85
Dell Futch '88
Joe Thrash '91
Tom Oliver '92
Bo Nutting '96
Frank Dunn '96
Jubal Gatwood '96
Dirk Lamb '02

Letter from the Campaign Chairs

Dear Brothers and Friends of Phi Sigma Kappa,

For 30 years, the house at 825 Techwood Drive has provided the young men of Phi Sigma Kappa a stable and enriching environment. The building we all called "home" during our college years has served us well. However, all the years of wear and tear have left the building in dire need of replacement if the chapter is to remain viable and competitive with the other fraternities on the Georgia Tech campus.

Therefore, we would like to introduce you to Phi Sigma Kappa's capital campaign for a new house, "A Tradition in Brotherhood - 80 Years at Tech."

With an active alumni base of just over 700 men, Phi Sig needs everyone's support to make this campaign a success. In fact, many of your Phi Sig brothers have already made a significant pledge to this capital project. With your generous contributions, we can make a difference and provide a home for our brothers and our sons who one day will get to share the same experiences as we did, and develop life long friendships thru Phi Sigma Kappa.

Sincerely,

Tom "Hoot" Gibson
Campaign Co-Chair

John "JR" Gilbreath
Campaign Co-Chair



a
Tradition
in **Brotherhood**

80 Years at **Tech**

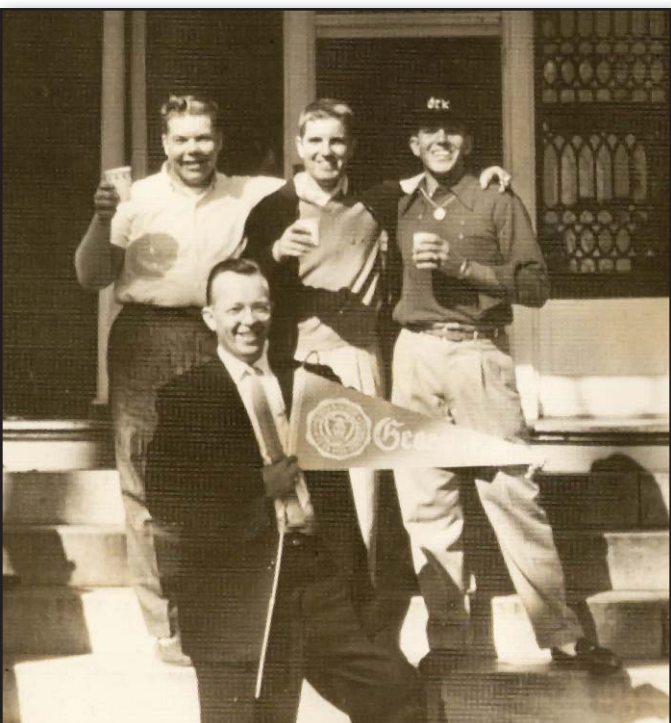
a
Tradition
in **Brotherhood**

1

a Tradition in Brotherhood

the Campaign for the Phi Sigma Kappa House

Why Should You Support This Campaign?

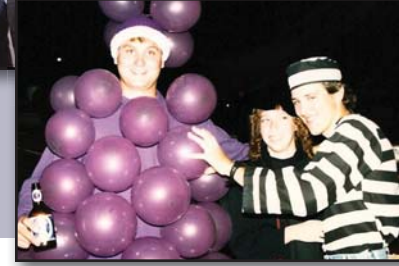


Inspiring young men to realize their potential --- that's what Phi Sigma Kappa is all about. Most of us credit Phi Sig for the many friendships and learning opportunities that made our days at Georgia Tech the best they could be. Fall rush, Homecoming, Greek Week, formals, and philanthropy are all part of the memories of a strong brotherhood that is still shared by all of us - a brotherhood we want to ensure for future members of our chapter.

Kappa Deuteron Chapter of Phi Sigma Kappa was one of the first fraternities at Georgia Tech. We continue to be strong on campus, with our members succeeding in the classroom, on campus and beyond. But the college environment is changing. There are more opportunities for students to participate outside the Greek Community, and the competition for well-qualified members is stiffer than ever.

If we are to remain a leader on campus, we must be able to compete with the other fraternities, as well as campus organizations, to recruit the best and brightest men that Tech

has to offer. Currently, 9 fraternities on campus have built new facilities, and another 3 are planning construction of new houses. On our corner of 5th street and Techwood, the surrounding fraternities, KA, DU's, TKE's, Theta Chi have all constructed new houses. We can take pride that the new house is the first building that will be seen by everyone entering the campus through the new 5th street entrance.



A new house will provide the stable foundation we need to grow.

As you can see, the time has come for our chapter to build a new house. A new house will provide the stable foundation we need to grow our chapter and to continue to allow our brothers to have a sound environment and promote our fraternity's cardinal principles, Brotherhood, Scholarship and Character. By providing lodging and community space, we will help strengthen the bond of brotherhood. By furnishing the chapter with technology and study facilities, we will equip them with the tools they need to succeed at Tech. Most of all, by building a new house for our chapter today, we can ensure a level playing field for our fraternity in the future and provide our chapter with the resources to be the best it can be.

A New House on the Evolving Tech Campus

Georgia Tech is a school rich in traditions, yet the face of the campus has been changing dramatically. In 2003 alone, a dozen new buildings were dedicated on campus. With the construction of Technology Square on the east side of downtown connector at Spring Street, the new main entrance to the campus is 5th Street, right at our front door. Phi Sigma Kappa has an unprecedented opportunity to build a home that is worthy of its name and be front and center on the Georgia Tech campus.

The proposed house will cost an estimated \$1.6 million and will have the capacity to house 34 men. The preliminary designs are complete, but now we must secure the funding necessary to realize our vision. A successful capital campaign is critical to securing bank financing to proceed with construction. The campaign will reduce the amount needed for a construction loan, and will also cover the educational space in the house. The only possible way for us to realize a new house is through the support of our alumni.

It is our goal to raise at least \$ 600,000 through "A Tradition in Brotherhood - 80 Years at Tech" campaign for the Phi Sigma Kappa House. Only you can make that possible. We hope you will remember what the chapter meant to you and that you will choose to make a difference for Phi Sigma Kappa. ■

Phi Sigma Kappa's Rich Tradition



The Georgia Tech, Kappa Deuteron chapter of Phi Sigma Kappa has a long and proud history. The local chapter started out on campus as a group of friends in an organization known as "Arcadia Club." The club was briefly incorporated into the Delta Kappa Sigma fraternity until the group found this to be inadequate for the members' needs. On March 15, 1923, on the 50th anniversary of the founding of the national Phi Sigma Kappa fraternity, the friends joined to become the 35th chapter. In the last 84 years, the Kappa Deuteron chapter has helped its members to rise to every challenge of Georgia Tech.

The Kappa Dueteron chapter has listed many addresses on the Georgia Tech campus as "home" including 723 Williams Street, 681 Plum street, 171 Fourth Street. Phi Sig has rented homes from individuals, we have rented homes from past Dean of Students.

We have even had the fire marshal condemn a few houses on us and there have been years when the chapter had no chapter house at all. Fortunately for the past 30 years, 825 Techwood Drive has been our home. Our alumni 's foresight and resourcefulness enabled Phi Sig to purchase the land and own the current property out right. Enough can't be said for past efforts and

"Some of the best friends I've ever had were from Phi Sig. Even when years have passed without seeing them - as has happened - when we get together, that friendship is still strong. It's almost like stepping back 30 years."

John Brock '70



sacrifices made by our alumni.

The 1977 house and 1991 addition were made possible by alumni who have graduated from Tech over 15 to 50+ years ago. That amount of alumni representation and support says a lot for our fraternity and it's ideals and how we have shaped young men's lives. To make a lasting impression on a group of young men who, 50 years later, continue to support, participate and believe in an organization speaks volumes. Our chapter takes pride in the fact that its members have always been individuals with strong personalities and a drive to succeed. More than 1000 men can claim a part in the making the Kappa Deuteron chapter what it is today.

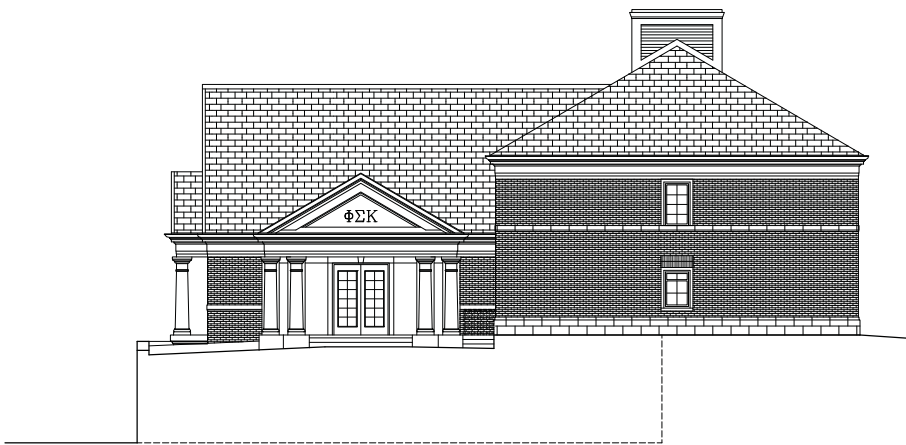


Many alumni of Phi Sigma Kappa are successful President's, CEO's and Vice President's of Fortune 500 companies, successful business leaders, attorneys, college professors and entrepreneurs. Companies who employ our brothers are a virtual who's who of the business and corporate world, Coca Cola Enterprises, Microsoft, General Motors, General Electric, US Steel, Milliken, Proctor and Gamble, IBM, Arthur Anderson, Georgia Pacific, Hewlett Packard, Scientific Atlanta, Bellsouth, Delta, Wachovia, First Union, SunTrust to name a few.

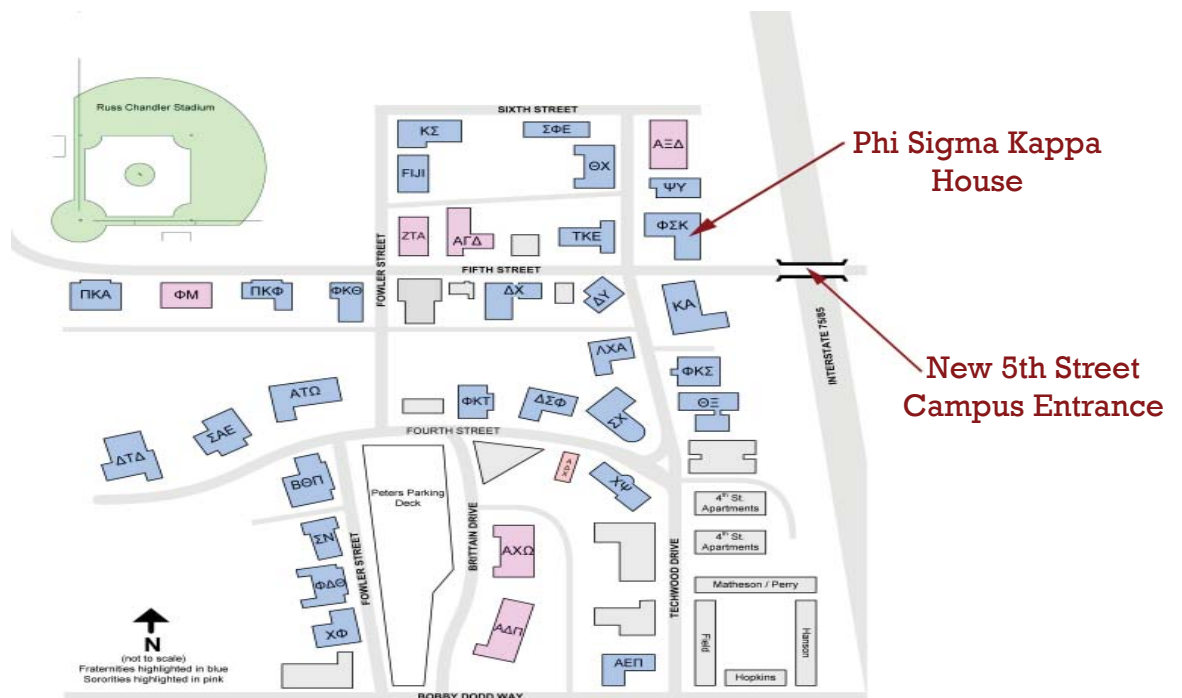
The year 2009 will mark the 86th anniversary of the Kappa Deuteron of Phi Sigma Kappa. How fitting it would be to celebrate our anniversary in a new house. A house that will continue to support a group of young men who understand the responsibility of living up to the legacy of success that has been bestowed upon our chapter by our past members.



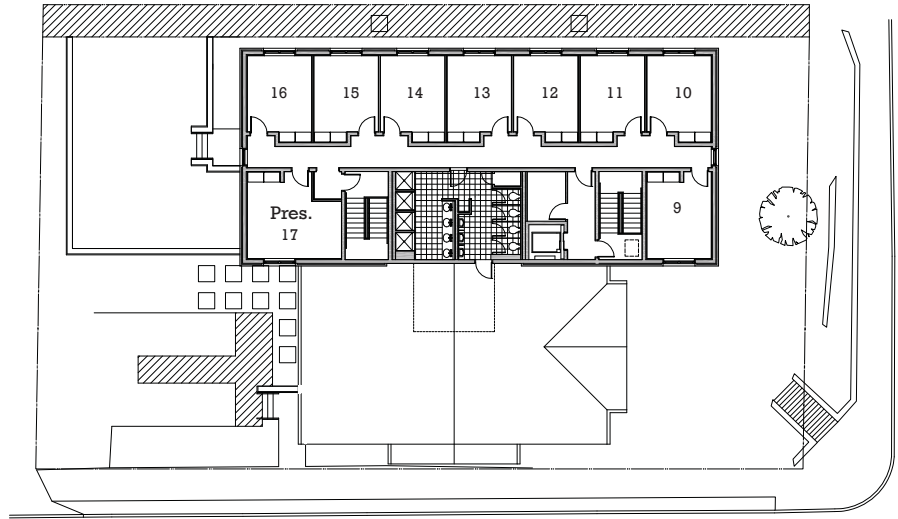
Front View
(facing Techwood Ave)



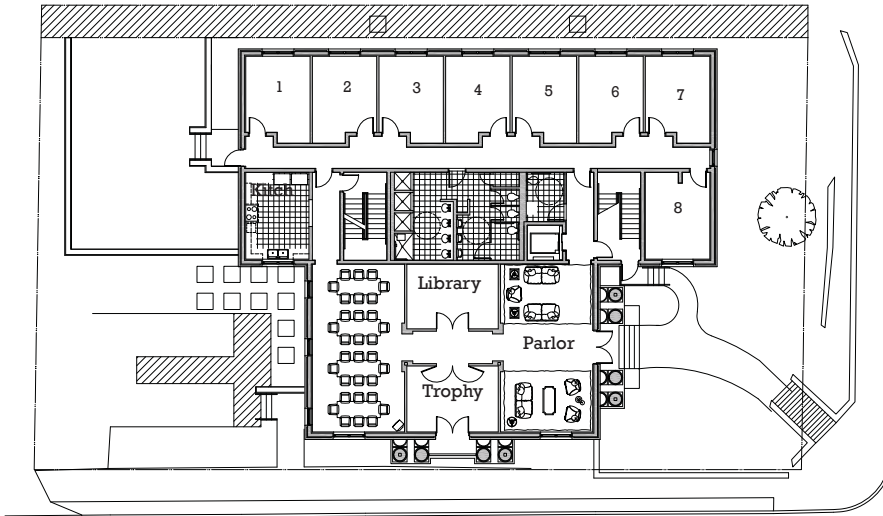
Side View
(facing 5th Street)



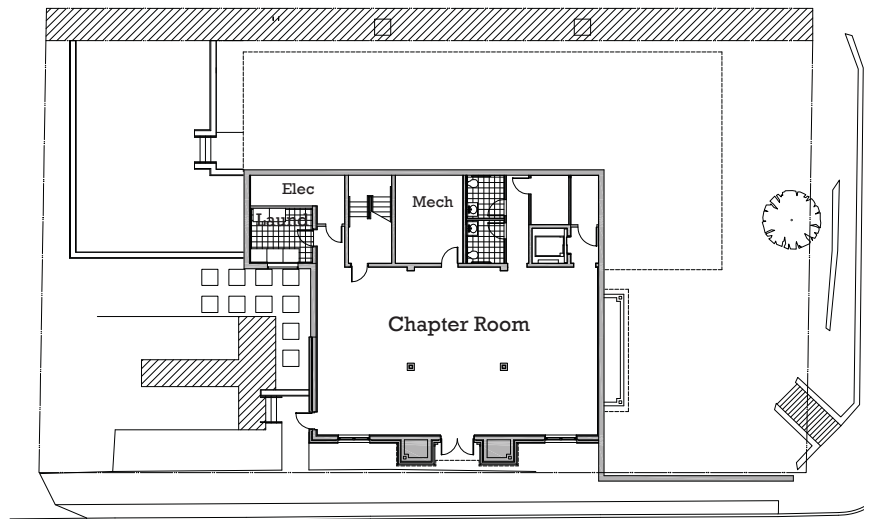
Location of House



Upper Level



Main Level



Lower Level

Cost Estimates

Design Fees	\$59,500
Site Development	\$75,000
Building Construction	\$1,306,580
FF & E	\$58,920
Contingency	\$100,000
Total	\$1.6 million

Frequently Asked Questions



Why are we building a new house?

The original house structure was built in 1977 and the mechanical and electrical systems are undersized and require constant maintenance. The life safety systems were adequate 3 decades ago but are not up to today's standards. The building components and materials used were residential grade and have deteriorated over time and require significant maintenance and replacement. A new efficient design incorporating commercial grade materials and details would be more cost effective and keep us competitive on campus.

Who designed the house?

The original plan was designed by Sonny Crowe, AIA class of 1989. The plans were tweaked in 2006 by John Gilbreath of Rabun Rasche Rector Reece Architects. The design and details utilized the hospitality and institutional experience of the firm to provide a facility that not only looked good and is functional but also durable. For 30 years the Phi Sig house has had a stigma among the other fraternities about the "modern" style of the original house. The style of the new house is traditional "Greek" as is similar to most new fraternities on campus.

What is the design of the new house?

The new house can hold 34 brothers. It will have 11,916 square feet of living space. The basement will house the chapter room, laundry room and mechanical space. The first floor will have a dining area, study room, library space, a residential kitchen, parlor area, and sleeping and bath quarters. The second level will have sleeping and bath quarters. The house will also have a front porch and a back patio area with limited parking. The exterior of the house will be brick and real stucco.

Why build on this location?

The lot is the original site of the 1977 structure located on the corner of 5th street and Techwood drive. This lot is a prime location in the heart of the Greek sector on campus. Compared to when you may have been at Tech, the center of gravity on campus has shifted eastward, and our lot is on the corner of the primary gateway onto campus. The 5th Street Technology Square project, completed in August 2003, has expanded the Georgia Tech campus east across the I-75/I-85 connector. This complex includes the new bookstore, the Dupree College of Management, restaurants, and a hotel and conference center.

Do we own the land?

The original lot is bought and paid for. However, we are asking for a 6' wide strip of the back gravel parking lot from GA. Tech to comply with building code setbacks. We would swap the 6' of back gravel parking lot for some land given to GA. Tech during the 5th street expansion in 2003. Our building would be on our lot.

What is the timeline for this project?

Our goal is for the active brothers to occupy the house by fall of 2009. Pending the successful completion of this campaign, we should be able to begin construction in late 2008.

What do the active brothers think about the project?

They are thrilled and anxious to have a new home. They also have been very supportive of the project, both financially and by volunteering their time.

Is the chapter as good as when I was in school?

Of course it is! We maintain about 40 actives, and consistently pledge 10 to 15 associates. In Spring 2006 the fraternity had overall GPA of 3.1. We exceeded the Greek and Non-Greek GPA average. We continue to host plenty of mixers and are active in Homecoming and Greek Week. Our brothers continue to be campus leaders, including IFC board members. This year, we are participating in Habitat for Humanities campaign to raise money for Habitat's Homes in the Atlanta area.

How many other fraternities are on campus?

There are 30 fraternities on campus.

How will we pay for the house?

The house will come to fruition with your contributions and a loan. We are negotiating a long-term loan for approximately \$1.0 million. The loan will be paid off by income generated from rent and other fees paid by the actives.

What is the goal of the campaign?

The goal is to raise at least \$600,000 in support of the educational space within the chapter's new house.

Is Phi Sigma Kappa national Headquarters giving us any money for the project?

No, it is not their policy to make donations for capital efforts. They are, however, supportive in our efforts to build a new house, and are receiving donations through the Foundation to assist us in making tax deductible contributions to the capital campaign.

Is my contribution tax-deductible?

The first \$520,000 donated to construct the educational spaces in the new house is tax-deductible, however it is on a first come basis. We recommend each individual review their own tax liability in relation to how much of your contribution can be deducted.

Why should I give?

When you were a Phi Sig at Georgia Tech, somebody provided something special for you. This is your chance to give back. The active brothers need your help. We need to provide an environment and a facility that will foster generations of professionals, scholars, athletes and leaders.

How much should I give?

While all gifts are appreciated, we ask that you consider a minimum gift of \$2,500 over three years. This works out to be \$2.30 per day, much less than a Starbucks latte.

I want to financially support the campaign, what should I do next?

Checks should be made payable to Phi Sigma Kappa Foundation, reference the Kappa Deuteron Educational Fund. Gifts may be made over a three-year period in annual installments or a monthly bank draft. We also can accept gifts of appreciated assets (eg., stocks, bonds).



Phi Sigma Kappa's Kappa Deuteron Chapter

Proposed Naming Opportunities

Chapter Room	\$ 50,000
Parlor	\$ 25,000
Front Porch	\$ 25,000
Learning Center	\$ 25,000
President's Suite	\$ 25,000
Computer/Study Room	\$ 20,000
Achievement & Accolades Suite	\$ 20,000
Library	\$ 20,000
Side Porch	\$ 20,000
Rear Exterior Patio	\$ 20,000
2-person Bedroom (16 available)	\$ 15,000
Main Kitchen	\$ 10,000



Naming opportunities are available on a first come - first served basis. If you are interested in securing a naming opportunity, please contact our campaign coordinator Shannon McCarthy at 678-427-6310

to **Ways to Give** **Phi Sigma Kappa**

To provide flexibility and convenience, there are a number of methods for making a gift to the Tradition in Brotherhood - 80 Years at Tech campaign for the Phi Sigma Kappa house. We ask each of you to consider a generous contribution to ensure the long-term success of the Kappa Deuteron Chapter of Phi Sigma Kappa. Please explore which giving options will allow you to make the most of your generosity.

We have established our campaign account for Kappa Deuteron with the Phi Sigma Kappa Foundation. As such, all gifts will be made payable to the Foundation and therefore will be tax deductible as allowed by law. You will receive acknowledgment of your gift for tax purposes. While cash gifts will allow your donations to be used immediately, we will also be able to accept gifts of stock. Alternatively, you may make a pledge for a gift over a three-year period.

Cash Donations

Checks should be made payable to the Phi Sigma Kappa Foundation. On your check, please write that the gift is intended for the "Kappa Deuteron Chapter Educational Fund".

Multi-year Gifts and Pledges

Gifts to the campaign may be made over a three-year period. Your pledge may be paid in three annual installments or by monthly bank drafts. The monthly automatic bank draft is the most convenient and will be managed by the National Foundation. You must provide a copy of a voided check with your pledge form to ensure proper routing. The automatic bank withdrawal allows you to set a monthly amount that may be more manageable financially and yet yield a larger cumulative gift than a one-time cash donation might allow. Just think, only \$70 a month for 36 months totals a gift of \$2,500!

Gifts of Stock

Gifts of personal stock are also accepted. You may wire transfer your stock per the instructions on page 12.

Naming Opportunities

Donors may wish to pursue a naming opportunity in the house. These opportunities are listed on the previous page and are available for individuals, groups, or pledge classes, or as a memorial or honor, on a first come - first served basis.

If any of these giving opportunities are of interest to you, or if you have any questions about how to make a gift in these categories, please contact our campaign coordinator Shannon McCarthy at 678-427-6310 or via email at smccarthy@datatex-usa.com





PHI SIGMA KAPPA FOUNDATION

Stock Donation Instructions

Thank you for your interest in making a gift of appreciated securities to Phi Sigma Kappa Foundation. A gift of this type may provide you with enhanced tax benefits.

To transfer stock donations from a brokerage account, please have your broker contact:

Marty Fernholz
UBS Financial Services
(800) 621-6525
(312) 683-6000

Mr. Fernholz will provide your broker with all the information needed to complete the transfer, including our DTC, agent bank, and account number. You will receive a receipt for your gift of securities shortly after they have been transferred to our account.

To transfer physical certificates:

Please mail the certificate to:

Fernholz/Leek, Financial Advisors
UBS Financial Services
Atten: Marty Fernholz
181 W. Madison Street
43rd Floor
Chicago, IL 60602-9809
Ref: Phi Sigma Kappa Foundation – Account # CG 77575 T3

Under separate cover, please mail a stock power to:

Fernholz/Leek, Financial Advisors
UBS Financial Services
Atten: Marty Fernholz
181 W. Madison Street
43rd Floor
Chicago, IL 60602-9809
Ref: Phi Sigma Kappa Foundation – Account # CG 77575 T3

TO DONATE TO A RESTRICTED CAMPAIGN: The Foundation **MUST** receive in writing the restriction. (i.e. Kappa Deuteron Chapter Educational Fund). Please send written communication to Director of Development, Ange Cahoon ange@phisigmakappa.org.

If you have any questions or need additional information, please contact Marty Fernholz (800) 621-6525 or PSKF Director of Development, Ange Cahoon, 317-573-5420.

Phi Sigma Kappa. Promoting Brotherhood. Stimulating Scholarship. Developing Character. Since 1873.

Office: 2925 East 96th Street • Indianapolis, IN 46240 • (317) 573-5420 • foundation@phisigmakappa.org • phisigmakappa.org

a Tradition in Brotherhood

80 Years at Tech

I want to help!

Please consider a \$2500 pledge payable over three years.
That works out to only \$2.30 per day.

Yes, I want to help Phi Sigma Kappa build a new house with a pledge of _____!
(Please choose one of the donation options below.)

Name _____

Address (billing address if using a credit card) _____

Phone _____ E-Mail _____

Please contact me about naming opportunities. Enclosed is my company's matching gift form.

One-time donation options	Multi-year donation options
<input type="checkbox"/> Enclosed in a check (Please make checks payable to Phi Sigma Kappa Foundation, reference the Kappa Deuteron Educational Fund) <p style="text-align: center;">-OR-</p> <input type="checkbox"/> I wish to make a single credit card gift. Please charge my: <input type="checkbox"/> Master Card <input type="checkbox"/> Visa <input type="checkbox"/> AmEx <input type="checkbox"/> Discover Card # _____ Exp. Date _____ Signature _____ <p style="text-align: center;">-OR-</p> <input type="checkbox"/> I will transfer stock. (see page 12 for instructions)	I wish to fulfill my pledge over time, using a credit card or Electronic Funds Transfer from a checking account. <input type="checkbox"/> I wish to make a recurring credit card gift of \$_____. <input type="checkbox"/> monthly <input type="checkbox"/> annually Please charge my: <input type="checkbox"/> Master Card <input type="checkbox"/> Visa <input type="checkbox"/> AmEx <input type="checkbox"/> Discover Card # _____ Exp. Date _____ Signature _____ <p style="text-align: center;">-OR-</p> <input type="checkbox"/> I wish to make an Electronic Funds Transfer gift of \$_____. (Minimum monthly withdrawal is \$10) <input type="checkbox"/> monthly <input type="checkbox"/> annually

Phi Sigma Kappa Foundation is a 501 © (3) charitable organization. Your donation is tax-deductible as allowed by law. Please return this card with your gift or pledge to:
 Phi Sigma Kappa Foundation
 2925 East 96th Street
 Indianapolis, IN 46240



**Georgia Institute
of Technology**

Office of the President

February 6, 2007

Dear Phi Sigma Kappa Alumni and Friends:

It is with great pleasure that I write to support the building campaign for the new Phi Sigma Kappa House. The Chapter is celebrating its 84th year on the Tech campus. As Phi Sig is well into its ninth decade in 2007, your members and alumni continue to make an impact today.

One of my goals at Georgia Tech is to provide the facilities necessary for our students to learn and succeed. The new Phi Sigma Kappa house will provide a top-notch environment consistent with plans for Greek housing on campus for your members to develop both academically and socially. Your investment in improving chapter housing will be an investment in the achievement of your members.

It is our goal to ensure that all students think of Georgia Tech as a place they can come to succeed. With your support of this project, we will be one step closer to that goal.

Sincerely,

A handwritten signature in black ink, appearing to be "G. Wayne Clough", with a long horizontal line extending to the right.

G. Wayne Clough
President

:cg

Georgia Institute of Technology
Atlanta, Georgia 30332-0325 U.S.A.
PHONE 404-894-5051
FAX 404-894-1277

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