

Our Future Begins Today



JANUARY 2012

Campaign Nears \$550,000 in Quiet Phase!

It's getting harder and harder to keep the lid on Alpha Zeta's capital campaign to support mortgage reduction, scholarships and short term house improvements. Why keep it a secret when we're on the verge of smashing through the 50% mark? Volunteers hope to secure upwards of 70 percent of the \$1.2 million goal before reaching out to all alumni.

"We're purposefully managing our success so we can achieve our goal and more," said Bob Broeckelman '67, Campaign Chair. "Speaking on behalf of our over 60 volunteers, we'd like nothing better than to beat our own forecasts if it means strengthening the chapter both financially and competitively for the next 80 years of service. Looking at our accomplished alumni, who wouldn't want to be a part of that?"

Campaign Milestones

1. 81 donors have contributed just less than 45% of the \$1.2 million goal (\$548,790) in 6 months.
2. The Nelson Family will name the Dining Room, one of 11 naming opportunities for leadership level gifts. Only seven remain!
3. Commodity gifts ranging from \$1000 to \$100,000 have been received by the Alumni Association to immediately reduce the mortgage.



The undergraduates have contributed \$10,000 to improve landscaping and replace worn carpeting.

4. Ag 1 Source is the first business to be listed on the donor roster. Individuals, family and memorial gifts can also be acknowledged.
5. New alumni are supporting the "Our Future Begins Today" campaign which was a key recommendation of the Spring 2010 feasibility study. We're on course to secure more leadership gifts of \$10,000 or more, and we've already received more gifts in the \$10,000-\$24,999 category.
6. The undergraduates have already made their \$10,000 gift to support immediate house improvements including landscaping upgrades and replacement of worn carpeting, both identified as campaign priorities.

Over the Past 5 Years:

1
Student Body President

1
Kansas 4-H President

3
Presidents and Officers of College of Ag Student Council

9
Student Senators

1
IFC President and Officers

3
Kansas FFA Presidents

3
National AGR Scholarship Winners

56
Men Living-In House "Full"

Nelson Family Contributes Top Gift in 2011 Using Commodities

K-State is a fantastic institution, according to Terry Nelson '77, member of the AZ Campaign Committee. "One of the best experiences a young man can have there is being an AGR. Four from our family can certainly attest to that dating back to the 1970s, including myself, Troy, and our sons Bo and Clark. It was extremely memorable for all of us; a life changing event. In making our family gift, our father Norman realized just how important it was for his sons and grandsons.



Terry Nelson '77

"Looking at the chapter, many alumni have dedicated their time and energy to the undergraduates with much success but little acknowledgement. Some of us can't do that on a weekly basis, so this project is our opportunity

to give back. We probably should be doing more compared to what Ben Brent, Ron Hirst, Roger Johnson, George Teagaden, Todd Johnson and Chapter Advisor Josh Roe have done through the years.

"Getting the house renovated was one of the most critical things we had to do for the chapter. I give a lot of credit to the alumni who made that happen. It was a tough road to hoe, but the result has been fantastic. What we're doing now is picking up where they left off. Our committee has great representation through the ages and the project as a whole will allow those who couldn't contribute the last time to get involved.

"Making a commodity gift was real easy," added Terry. "We didn't even have to write a check. All I did was pick up the phone. It was a simple, smooth transaction with positive tax benefits for our operation."

Ronda Rodman is Passionate About AGR Scholarships

For the past six years, Dale and Ronda Rodman have made a charitable gift to the K-State Foundation to support AGR scholarships. "It's not like anything we've ever done before," said Ronda. "This gift changes boys' lives and we get to see them grow. We continue to give to our churches, The Red Cross, and Cancer Society, but this is personal. Nothing gives us more pleasure and joy than to get to know the boys and see how the scholarships aid them. We've been invited to graduation parties and now even a wedding from the young men we've supported through the years. It's not a situation where you give and just walk away."

For Ronda, the young men at AGR stand out from their young peers. "It has to do with being raised on farms and ranches in the Mid-West. They've been brought up with certain values and discipline, and they bring that with them to school. It shows in the way they care for the fraternity and working with their mentors. These kids have worked in the mud hauling hay, milking cows, and chopping ice.

They have a better appreciation of how things should be done. For Dale and I, these are the type of young men that we can have a real impact. It's so much fun. We're watching the chapter grow as well as the quality of young men improve coming through the door."

Scholarships are a major component of the "Our Future Begins Today" campaign. Of the \$1.2 million goal, alumni volunteers hope to raise at least \$440,000 to establish an endowment that would contribute approximately \$17,000 annually for AGR leadership and academic awards targeting existing and new members. Currently seven out of every 10 K-State students receive some sort of financial assistance to offset college expenses. If the \$1.2 million goal is surpassed, additional giving will be directed to AGR scholarships. A team of seven brothers—including alumni and undergraduates—is overseeing the AZ scholarship program. The seven committee members are: Michael Springer, Charley Cole, Doug Weyer, Steve Burgess, Roger Johnson, Justin Hagedorn, and VNR Scholarship.

Mike Smith and Ag 1 Source Supporting Campaign in Unique Fashion

Mike Smith '78 wears many hats for Alpha Zeta Chapter. He's on the campaign team and an early donor to the project. After sitting through discussions at Founders Day this past fall, Mike considered yet a new role — supporter of the VNR-Recruitment position through a five-year scholarship opportunity. The \$3000 annual award is being funded in part by Mike's firm Ag 1 Source.



Mike Smith '78

"It's been 30 years since I was in school," said Mike. "It's time to give back. Sitting in at Founders Day, I was impressed with the undergraduate leadership. A thoughtful concern raised by the past VNR of Recruitment was the time needed during the summer to do a good job recruiting effectively eliminates his capacity to earn money for school. My firm, Ag 1 Source, is a recruiting firm for professionals. What a more fitting tribute than for us to contribute funds, resources, advice and counseling for this position so they can do their best?"

Based in Hesston, KS, Ag 1 Source began with five employees and has grown to 20 in just a decade of service. They recruit professionals from a diversity of fields across the US including agronomy, ag equipment, livestock, and food processing,

and has a non ag sister business who specializes in insurance, banking and private equity firms. "We advise and counsel at all levels," said Mike. "It just makes sense for us to help at the undergraduate level.

"AGR has a credibility factor, adds Mike, "it's a sign of accomplishment. In sorting the top 20% of resumes for positions that become available, we rarely pass on an AGR. It's a badge of honor and it should be worn that way. This is evidenced by the leadership you see in business and industry today."

According to Mike, he might have passed on a career in agriculture if it hadn't been for Campaign Chair Bob Broeckelman '67 who was his and Terry Nelson's ag teacher in Norton, KS. "He's the single-most influential teacher I've had. I think things have turned out well and it's something to hang our hat on. Now it's time to inspire others to give back to the chapter 30 years from now."

"Marathon Mike"

Mike Smith has run 51 marathons since 2006 in almost every state. "I just completed my 49th last Friday. The finale - 50th state - is May 6 in Lincoln, NE. This was a goal 8 years in the making."

Measurable Progress in 10 Years

1. The chapter house was renovated in 2004, improving AGR's competitive advantage over other K-State Greeks. Alumni raised \$925,000 or 60% of the total cost of construction (\$1.62 million).
2. Total membership has doubled (69 members fall 2011).
3. The house is full again for the fourth consecutive semester (56 men). Waiting list for Spring 2012.
4. A 5-year, \$20,000 annual scholarship program (expired 2010) — supported by 20 alumni — has encouraged academic and leadership excellence. Our GPA (2.89) consistently beats the "all men" university average (2.79).
5. For the past 4 years, Alpha Zeta Chapter has been recognized as an AGR Gold Chapter for excellence in 7 award categories. The undergraduates are committed to trying for the Maynard Cole Award Chapter in 2012.
6. AGR was named the best fraternity in Kansas in 2011 by the Topeka-Capital-Journal commemorating our state's 150th anniversary.

E-Council Training and Strategic Planning 1/14

A new leadership team has taken the reigns at the undergraduate chapter. According to Ron Hirst, Alumni Association President, the new E-Council is made up of all upperclassmen – the first time in many years.



"Alpha Zeta has 'brought into' strategic planning as a regular, disciplined way to refresh and refocus our efforts as a chapter," said Jesse McCurry, Campaign Committee member and Director of Individual Giving at Kansas Big Brothers Big Sisters. "As a fairly independent observer to the current 'goings on' at the chapter house, I can assure alumni these young guys are for real. I am deeply impressed with where they are at and where they want to go. It reminds me why I love AGR."



PMB 339
1228 Westloop
Manhattan, KS 66502-2840

Don't Miss Upcoming Events

Tour Blueville Nursery February 4

Our host is Keith Westervelt #1014 who has generously agreed to tour and feed AGRs and their families prior to the 3pm tip-off of K-State versus Texas A&M. Gather for coffee at 9:30, 10 tour, 11:30 reception, and noon BBQ. RSVP to Dave Anderson #949: dave@alphascouts.com or 612-810-4000, or Dane Hanson #980: hansondane@nckcn.com or 785-243-0037. Blueville Nursery, 4539 Anderson Avenue, Manhattan, KS 66503

2012 KSU AGR/B&B Kickoff Show

February 24-26

See information to the right.

Pink Rose March 3

Roger Johnson will host a social event following Cattlemen's Day at K-State. The location will be Rambler's Steakhouse. The Pink Rose will take place the following evening. Stay tuned for more details.

**2012
KSU**
AGR/B&B Kickoff Show

February 24-26

Hutchinson, Kansas — Kansas State Fairgrounds
Cattle can be on grounds starting Friday at noon.

General Show Information:

- Heifers show Saturday
- Steers show Sunday
- 2 Rings per day

Cash Prize Payouts:
\$500 per ring Champion. All others determined by entries.

Lodging Suggestion:
Block of rooms reserved under "Kickoff Show" at:
Grand Prairie Hotel and Convention Center
Hutchinson, KS • 620-669-9311

Entry Information:
Entry forms are online at
www.ksu.edu/kickoff
Pre-entries are \$35 per head per ring

MAIL ENTRY FORMS TO:
Alpha Gamma Rho
Attn: Kickoff Show
1919 Platt
Manhattan, KS 66502

For more info, contact:
Brandon Harder: 620-200-0818 or harderbrandon@gmail.com

Also join us for our Jackpot Judging Contest!

THANKS TO RANCH HOUSE DESIGNS, INC. FOR CREATING OUR SHOW LOGO!