

UPCOMING EVENT

Homecoming
October 27, 2012
Come back to AXP to celebrate!

Schedule of Events:

10 a.m. - Brunch
11 a.m. - Phi Phi Club Meeting
1 p.m. - Kickoff vs. Brown
4 p.m. - Food at the house

CHAPTER OFFICERS

President

Kevin Burke E' 14

Vice President

Abhishek Mishra W' 15

Treasurer

Alex Kirk W' 14

Secretary

Evan Spiller C' 13

Postulant Educator

Paul Barañano E' 13

Social Chairs

Andrew Altman C' 15
Emanuel Hermosillo C' 15

Philanthropy Chair

Tim Schlegel W' 13

Alumni Relations Chair

Evan Spiller C' 13

ON THE WEB

Check out our new and improved alumni web site:

www.phiphiclub.com



The Phi Phi Review



www.PhiPhiClub.com

Phi Phi Chapter of Alpha Chi Rho • University of Pennsylvania • Philadelphia, Pa. • Fall 2012

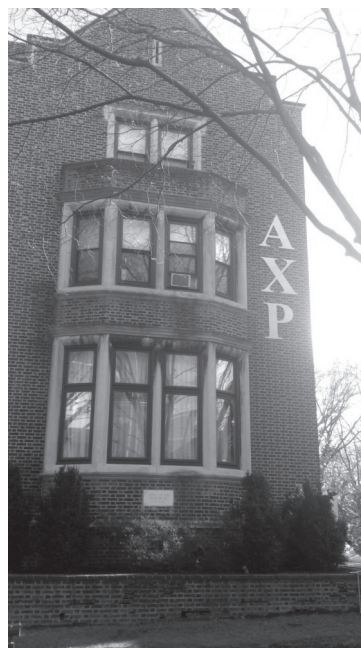
ALUMNI REPORT

Preparing for the House's Centennial Anniversary *Brothers to Be Called On to Help Preserve Our Home at Penn*

By John Hawkins '93, Phi Phi Club President

Happy 95th birthday to the Phi Phi house! As we approach the 100th anniversary of the building of our house in 2017, we need to prepare for the preservation of our home at Penn. Our short-term expenses, covered by our annual fund, help us to maintain operations including our alumni relations program, events and chapter programming. We must raise at least \$10,000 annually toward that fund to keep our programs running year after year.

We are also gearing up for a larger capital fundraising effort to prepare our house



for its next hundred years. Our forthcoming Centennial Campaign will raise money for safety upgrades, electrical wiring, alarm and sprinkler systems, and structural improvements to the roof, floors and basement.

I want to thank our alumni donors for their continued support of our annual fund. If you haven't yet made your gift in 2012-13, you can do so on our brand new web site, www.phiphiclub.com. And stay tuned for more details on how you can get involved with the Centennial Campaign in the near future.

ON THE WEB

Phi Phi Announces New Online Alumni Community

As a member of Phi Phi, you are a brother for life. There are plenty of ways to honor your lifelong commitment to Alpha Chi Rho and stay connected with our chapter and the friends you met there, and we've provided a new tool to help you do so through our new alumni community at www.phiphiclub.com! This web site is FOR alumni BY alumni, so we need your active

participation to keep the site content fresh and meaningful for our alumni brotherhood.

Check out these great features of our new online community:

- Photo albums showcasing our chapter's history
- Updates on your alumni brothers
- Message boards, where you can reminisce with other brothers
- A searchable directory containing contact information for our entire Phi Phi brotherhood

To get full access to our site, click on First Time Login on the home page and enter your Member ID when prompted. You can find your Member ID printed above your name and address on this newsletter.

PHI PHI CLUB
OF AXP AT PENN

Home History Photo Albums Alumni News Giving Back Other How To...
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News Donations

Welcome to Our New Online Community!
As a Cross, you are a brother for life. There are plenty of ways to honor your lifelong commitment to Alpha Chi Rho and stay connected with Phi Phi Chapter and the friends you met there, and we've provided a new tool to help you do so through our new...
Alumni | Invite

The Kings of Homecoming

Brothers Share Important Reasons to Come Back Annually for this Great Opportunity to Reconnect

Stay Calm and Carry On...with a Bottle of Bacardi

Don Dinan '71 comes back for Homecoming just about every year. He loves the opportunity to catch up with friends and see old faces.

Why do you come back to Phi Phi's Homecoming celebration?

I come back for two reasons. First, to see the other brothers and classmates from our time and, second, it's a convenient family reunion because some of my family went to Penn.

How often do you go?

We go pretty much every year.

Why would you encourage other brothers to come back this year?

I'd tell them that they should definitely show up because it's a great opportunity to catch up and see old faces. We always have a good time.

What is your best memory from Homecoming as an undergraduate?

I remember the Homecoming in 1970 when we held dinner in the living room for Brother **Paul Addams**, (cartoonist Charles Addams' brother). Everybody who was there will know

what I am referring to.

My best memory after graduation was the year we all sat upstairs at Franklin Field and Juan had the bottle of Bacardi with him.

How have the AXP values played a role in your life?

They taught me to stay calm and carry on.

What have you been doing lately?

I'm a private practice attorney with Roetzel & Andress in Washington, D.C., and have been involved in multiple cases representing U.S. industries against Chinese imports.

Reconnect with Don at ddinan@ralaw.com.

The King of Whales Tales

"John Kelly '71 is the king of Homecoming every year. He holds court and organizes a huge game of Whales Tales...he's been doing it since I got there in 1989..." – John Hawkins

Why do you come back to Phi Phi's Homecoming celebration?

I like to see old friends and go to the football games. It's a good atmosphere, different people show up each year. I live locally and

have only missed one Homecoming.

Why would you encourage other brothers to come back this year?

To reminisce about the good times. Most of my contact with undergraduates has been through a game called Whales Tales. I had a reputation as a good player and a lot of younger folks want to play with me to knock me down.

What is your best memory from Homecoming as an undergraduate?

Beating Princeton. Our football team was fairly bad then, and it didn't improve until the mid-'70s.

Tell us about a brother who was a role model to you in Phi Phi.

My big brother, Don "Smoke" Kilpela, was a real role model. He was always very respectful to everyone.

What have you been doing lately?

I've been happily retired for three-and-a-half years. I recommend it for everyone!

Reconnect with John at jgkelly1949@comcast.net.

UNDERGRADUATE PROFILE

AXP Senior Humbled by Trip to Guatemala

Paul Barañano Spends a Summer Abroad

By Evan Spiller, evanspiller@gmail.com

Travel - "fatal to prejudice, bigotry, and narrow-mindedness," as Mark Twain put it - can be as awakening a form of education as any class. At Penn, students utilize travel service trips to discover a world of experiences - humbling, inspiring, deeply foreign and sometimes shocking - apart from their own.

Ask Alpha Chi Rho senior **Paul Barañano** how meaningful these trips can be. This summer, he traveled to Guatemala for two weeks as part of an engineering service program, which built latrines in a small peasant village in the countryside. The experience, Barañano says, gave him a renewed frame of mind as he headed into his final year in college.

"I hate to use this word, but it was life-changing," said Barañano. "These guys wake

up at 5 a.m. when the sun comes up. And they work until it's too dark to see what they're doing... I complain about studying for two hours a day."

Intrigued by a spiritual experience his mother once had in Guatemala and fascinated by Mayan history, Barañano decided last year to take a course on sustainable development and Guatemalan culture. The class, a requirement to go on the trip, was aimed at teaching engineers about the trend of installing low-resource high-efficiency technology that can provide for basic needs in developing economies. His class wrote a 20-page proposal to build latrines and, this August, he, 11 fellow engineers and two professional mentors set out to the village of Pojomel to make the proposal a reality.

When he arrived, Barañano was shook by the degree of Pojomel's isolation and destitution. He discovered roughly 80 families impoverished of both physical resources and vital information such as the importance of boiling drinking water.

"It was remarkable just how poor it was... There was a schoolhouse with a little area to play and you thought this isn't too bad," Barañano described. "Then, you walked and saw where they lived and it was smaller than my room in AXP. Shacks, man. For six people. With just a door and a window."

Read the full story online at www.phiphiclub.com.

Former VP Brings Greek Principles to Startup *Justin Mardjuki Launches Smartphone Application Company*

By Evan Spiller, evanspiller@gmail.com

By the time final council rolled around last semester and it was time to elect new officers for Alpha Chi Rho, brothers basically agreed that Vice President **Justin Mardjuki** had performed his job with excellence. He had helped organize the rush for the largest pledge class Phi Phi had seen in four years. He had stepped in for President **Will Doyle** several times while he was away on business, running meetings and organizing social events in his absence. And, in general, he had been a vital leader and logistical coordinator in the fraternity that would win “Most Improved Chapter” in the Alpha Chi brotherhood for the second consecutive year.

So, it was bittersweet – both for Mardjuki and AXP – that he would be taking only an informal role during his coming junior year, in part, so that he could spend more time on his rising startup company, TappMob, which creates smartphone applications for college students. For Mardjuki, however, his time as AXP VP was not wasted; he left after garnering a range of leadership skills that he has found invaluable in business.

“Last year, as VP, a lot of my job was just logistics. Making sure that everything was in place,” said Mardjuki. “It was really helpful this summer when I was trying to manage eight employees in an office.”

Since May 2011, when he and his close high school friend Eva Sasson started the company, Mardjuki has helped grow TappMob from a summer project to a company with thirty part- and full-time employees. A former Rusher of the Year, he

has cajoled everyone from programmers at Penn to venture capitalists into joining him in his mission of creating a profitable company.

According to **Ryan Sasson**, Vice President of Engineering at TappMob and a junior in the AXP brotherhood, the company has been able to grow, in part, because of its laid back frat-like atmosphere. Mardjuki has mainly networked through friends and, in doing so, has established a fun, productive work environment (not unlike Phi Phi). Sasson, a programmer, joined the company after receiving an open invitation from Mardjuki and his cousin Eva to help out. This summer Ryan worked for TappMob full time and, he says, never harder in his life.

“We were a little startup in this formal corporate office,” said Sasson. “We’d all show up in t-shirts and shorts...sometimes the corporate people would get mad.”

Mardjuki, for his part, is unapologetic about his cronyism.

“We had hundreds of applicants [for Sasson’s position], but what it came down to was that we wanted people we could trust,” said Mardjuki. “Sasson was a brother, so I knew I could trust him.”

TappMob recently came out with its first product, an app – TappBooks - that helps college students find and sell each other’s textbooks.

“Rather than trying to sell books back to the bookstore, you can post them online...It’s generally a lot cheaper than the bookstore or online,” he explained.

“We’ve got a really good response at

Wisconsin and Michigan,” he added. “People are using it.”

And it’s not just AXP flowing into TappMob. As Sasson – who was elected to house manager this year – tells it, the two organizations feed off each other.

“Personally, I would say that my experience at TappMob has helped me work at AXP. Working as a team at TappMob can be difficult. People have different skill sets. Knowing how to make compromises and sort out people’s specialties has so far been really useful as house manager.”

“Personally, I would say that my experience at TappMob has helped me work at AXP,” he said. “Working as a team at TappMob can be difficult. People have different skill sets. Knowing how to make compromises and sort out people’s specialties has so far been really useful as house manager.”

And as to how TappMob is currently marketing its product? More Greek connections. The company is hiring campus representatives – overwhelmingly fraternity and sorority members – to spread the word about TappBooks.

“Greek people are just more social. More interested in reaching out, and just know more people,” said Mardjuki. “It’s interesting to see how Greek values have influenced my professional life.”

VOICE YOUR OPINION

ALUMNI SURVEY: WHAT DO YOU THINK?

The Phi Phi Club exists because you exist. Our promise to you is to serve and entertain you with opportunities to connect: with your experiences, with each other, and with the fraternity you became an integral part of when you pledged.

You may not think so, but you are... integral, important, critical, vital, absolutely necessary. Your opinions and insights are more valuable than all our assets combined.

Take our survey to help us drive our alumni program for the next 12 months in a way that matters to you. Find a link at www.phiphiclub.com.

ON THE WEB

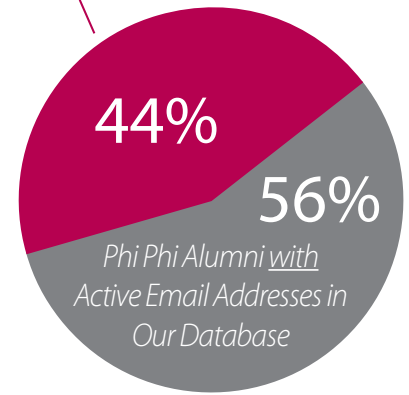
Email Crisis! We're Missing Email Addresses for 44% of Our Brothers

You may be missing out on important Phi Phi communications! Each month, the Phi Phi Club will begin to send an eLetter with the latest chapter and alumni news, information and event details to all brothers on our distribution list. Ensure you're receiving your copy of these messages by verifying your email address today!

We currently have active email addresses for just 56% of our living alumni. If your email address is one of the 44% we're missing, please update it online at www.phiphiclub.com or by emailing our alumni relations office with your full name, grad year and "AXP Penn" to feedback@affinityconnection.com.

The more email addresses we have, the more money we can save on paper and postage to keep you in the loop throughout the year. Thanks for helping us to stay connected with you more frequently and cost effectively!

Phi Phi Alumni without Active Email Addresses in Our Database



Total living alumni: 790

FROM THE ARCHIVES

We love coming across great photos from our chapter's history, like this one from the 1960 issue of *The Record*.

Help us build up our online archives by sharing the best pictures from your era in the photo albums at www.phiphiclub.com.



In this Issue...
 - Celebrating 95 Years in the Phi Phi House
 - Checking In with the Kings of Homecoming (and Details of This Year's Party)
 - AXP Brother Launches Mobile Startup

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