



*Live Ever. Die Never.*  
**A Stronger Tomorrow.**

*A Campaign for the West Virginia Alpha Chapter of the Phi Kappa Psi Fraternity*  
**WEST VIRGINIA UNIVERSITY**





# DEAR BROTHER,

When we have the pleasure to speak to alumni of our chapter, we frequently ask, “What impact has Phi Psi had on your life?” Quite often there is a pause, followed by silence, then ... “Where do I begin?”

For nearly every brother who journeys with West Virginia Alpha, it is a road that touches every aspect of his life. As an undergraduate, he finds himself invited into an intergenerational family he never even knew existed. There is friendship, support and a sense of camaraderie that casts his WVU career in an entirely different perspective. After graduation, he finds new opportunities including professional networking and alumni mentoring. His successors are the future wide-eyed undergraduates looking to him for support.

Throughout our history, the chapter has been a prominent fixture on campus, setting itself apart from other fraternities. West Virginia Alpha molded young men into leaders by teaching them to hold each other to a higher standard, lead with integrity and find the great joy in serving others.

Today, we have an opportunity. We, as alumni brothers, can ensure the West Virginia Alpha experience is sustained by supporting the **Live Ever. Die Never. A Stronger Tomorrow.** campaign. This campaign will forever make our chapter more sturdy, more resilient, and more relevant to the changing face of West Virginia University and American society.

While the undergraduate experience is certainly more than the bricks and mortar of a chapter house, the facility has undoubtedly played a

significant role in the development of the brotherhood and served as a proud symbol of our chapter within the WVU community. Over the last several years, the alumni leadership has worked diligently to chart a path toward sustained excellence. **It requires West Virginia Alpha to have significant alumni support to be the most well-resourced chapter we have ever been. It requires that the chapter has a modern facility; a place where our West Virginia Alpha brothers can gather – a place to call home.**

I urge you to think about what Phi Kappa Psi means to you and its impact on your life. We all use the skills learned through our West Virginia Alpha undergraduate days in our everyday personal and professional lives. The early training we received through Phi Psi, including leadership and social skills, teamwork and character building, has been integral to our success. As you think back on your Phi Psi experience, remember it was because of alumni who came before you that made all your experiences possible. It is our turn now to do the same for the next generation of West Virginia Alpha brothers.

Fraternally and most gratefully,



Tim Miller '74  
Campaign Chairman



John Miesner '81  
House Corporation President



# ***THE CREED OF PHI KAPPA PSI***

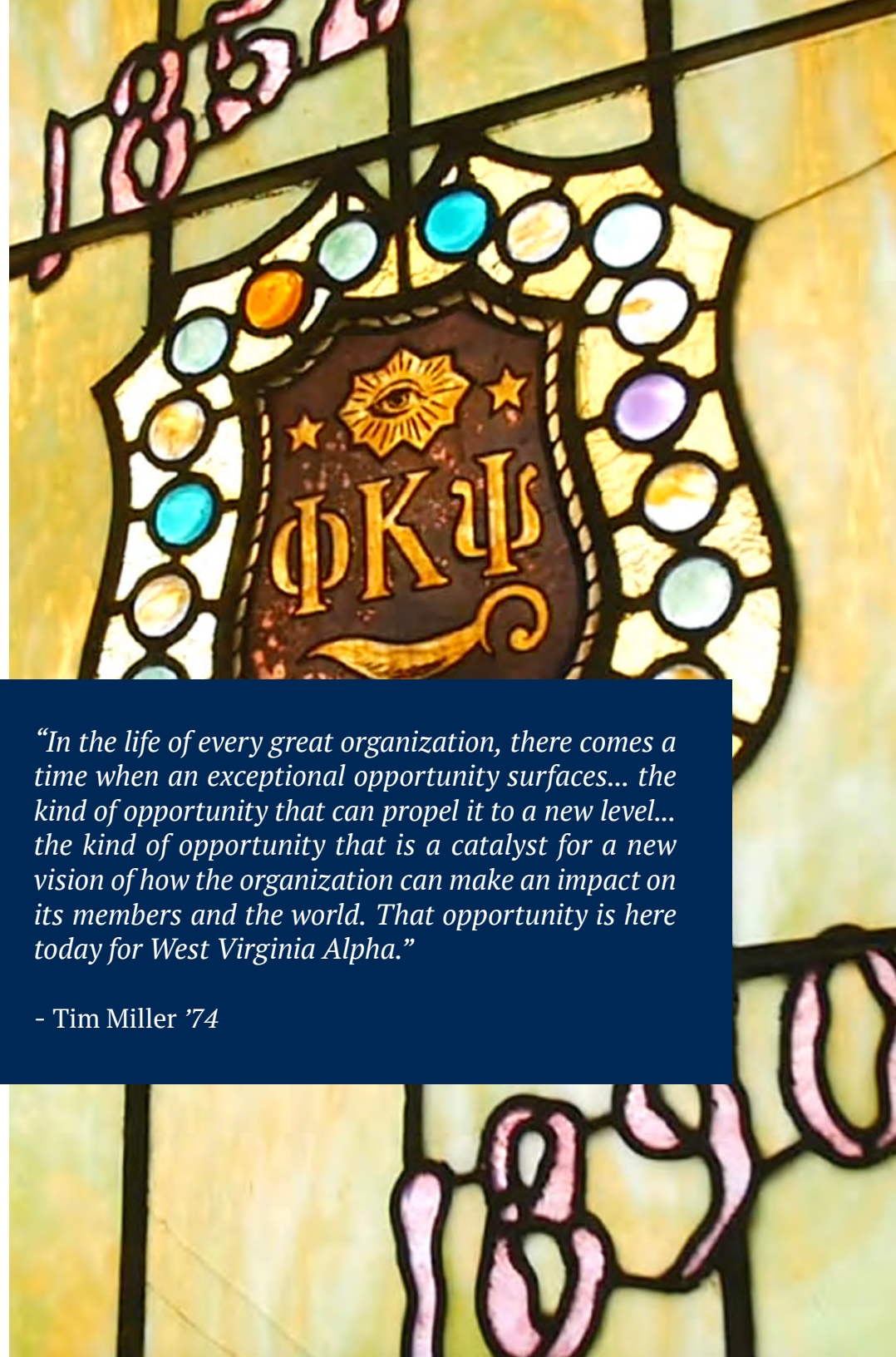
I believe that Phi Kappa Psi is a brotherhood of honorable men, courteous and cultured, who pledge throughout their lives to be generous, compassionate, and loyal comrades;

I believe that I am honor bound to strive manfully for intellectual, moral, and spiritual excellence; to help and forgive my Brothers; to discharge promptly all just debts; to give aid and sympathy to all who are less fortunate;

I believe that I am honor bound to strengthen my character and deepen my integrity; to counsel and guide my Brothers who stray from their obligations; to respect and emulate my Brothers who practice moderation in their manners and morals; to be ever mindful that loyalty to my Fraternity should not weaken loyalty to my college, but rather increase devotion to it, to my country, and to my God;

I believe that to all I meet, wherever I go, I represent not only Phi Kappa Psi, but indeed the spirit of all fraternities; thus I must ever conduct myself so as to bring respect and honor not to myself alone, but also to my Fraternity;

To the fulfillment of these beliefs, of these ideals, in the noble perfection of Phi Kappa Psi, I pledge my life and my sacred honor.



*“In the life of every great organization, there comes a time when an exceptional opportunity surfaces... the kind of opportunity that can propel it to a new level... the kind of opportunity that is a catalyst for a new vision of how the organization can make an impact on its members and the world. That opportunity is here today for West Virginia Alpha.”*

- Tim Miller '74





# ***DEAR MEN OF PHI KAPPA PSI,***

The importance of expanding and upgrading our Greek organizations has been part of West Virginia University's culture since the first chapters were established on our campus. Since 1890, Phi Kappa Psi has been a stalwart member of the Greek system at this University and has served its mission of providing a residence for its brothers while instilling lifelong bonds of friendship and loyalty since its founding. Chapter alumni now embark on a campaign to meet both the changing needs of the chapter residence and the financial challenges of many of its undergraduate students.

At this historic moment in our University when we look forward to returning to the full experience of campus life, Phi Kappa Psi is committed to improving the chapter house and enhancing its education fund, the goals established in this ambitious fundraising effort. Facility improvements will allow each student member who crosses through the front door a home away from home that provides a safe environment in which to learn and thrive in their educational experience. A new sustainable revenue model will strengthen the chapter and help retain some members who otherwise may be unable to meet the financial obligations of their education. Academic success and retention are key goals we have for our students, so we are grateful that you are committed to helping our students in such direct ways.

Thank you for your enduring devotion to the University and, in particular, for your steadfast commitment to the undergraduate members of Phi Kappa Psi. And thank you for helping to ensure a healthy and safe future for fraternity life at West Virginia University.

Cordially,

E. Gordon Gee  
President  
West Virginia University



# OUR BROTHERS

For 129 years, Phi Kappa Psi has set the standard for Greek life at West Virginia University. West Virginia Alpha has been dominant, leading the way in academics, athletics, community service, student involvement and leadership. Today, the tradition of excellence continues.

## CHAPTER HIGHLIGHTS

- **113 active brothers** making West Virginia Alpha one of the largest fraternities on campus. Recently, 33 new members were recruited, including five legacies.
- **Chapter GPA of 3.3**, being a top performer amongst IFC fraternities and above the all-male undergraduate average.
- Received the **Woodrow Wilson Award for Academic Achievement** at Phi Psi's 79th Grand Arch Council for maintaining the highest chapter GPA on campus.
- Consistently hold leadership roles in various student organizations, most notably the **Student Government Association** and the **Interfraternity Council**.
- Host and volunteer at various community service events to benefit the **West Virginia University Children's Hospital**.
- Recipient of the **2022 IFC Arista Award of Distinction** and the **2023 IFC Interfraternalism Award** from the West Virginia University Office of Fraternity & Sorority Life.
- Brother Payne Blankenship was named the **2023 IFC Greek Man of the Year**.





# OUR CHALLENGES

The following factors require a plan so West Virginia Alpha can continue to lead WVU's Greek community and provide for future brothers as it has for so many alumni. The West Virginia Alpha House Corporation assembled a committee to take stock of our chapter's current condition from a housing, scholarship and leadership development perspective with an eye towards University expectations. This group, in conjunction with professional counsel, identified opportunities deemed essential to position West Virginia Alpha for success and excellence.

## CHAPTER HOUSE CONSERVATION

*We must maintain our home while making it an attractive place to live and to learn.*

The age of our chapter house is requiring the House Corporation to invest more significantly in facility upkeep to compete with dramatically improved student living options throughout Morgantown.

## RISING COST OF HIGHER EDUCATION

*We must make West Virginia Alpha affordable while giving our members an advantage in life after college.*

Students and their families are increasingly challenged to afford college, leaving the fraternity experience to look like a luxury in view of growing student loan debt.

## GROWING EXPECTATIONS OF FRATERNITIES

*We must be responsive to change on campus and be leaders within the Greek community.*

West Virginia University, like all universities, is placing higher and higher demands on fraternities and the experiences we provide in developing leaders.



# ***OUR VISION***

129 years in Morgantown has taught us that maintaining a great chapter requires a combination of a great facility, well-rounded undergraduate men, and capable and committed alumni. The needs of the chapter house and the chapter brothers change over time, and oftentimes from year to year. Being nimble in response to these changing needs is ever more important. Providing our volunteer alumni leadership with the resources to respond to those changing needs is imperative to the future of West Virginia Alpha.







# OUR CAMPAIGN

West Virginia Alpha is launching the *Live Ever. Die Never. A Stronger Tomorrow* campaign with the goal to be the most well-resourced chapter at WVU and within the Phi Psi nation. We will do this by leveraging today's tax law and best strategies while ensuring that this campaign serves our needs for decades.

The chapter has long been committed to sustaining excellence through the consistent investment of time and resources from our strong alumni base. We have managed to build and maintain an amazing chapter house and chapel that serves as the physical symbol of brotherhood for so many of us. We have also set aside respectably sized funds to assist in scholarship efforts; a resource that has served us well through the years. However, we require additional, more creative, funding. As we look to the future, the West Virginia Alpha House Corporation is embarking on a comprehensive **\$2,250,000** fundraising campaign that will transform and secure our future in the following areas:

## **CHAPTER EDUCATION FUND (AKA the OneFund)** **\$1,250,000**

This endowed fund will provide a significant annual revenue stream to the House Corporation which, in turn, will be in a position to deploy those resources to maintain the facility while also reducing the cost of education for the undergraduate members of West Virginia Alpha.

## **CHAPTER HOUSE FUND** **\$1,000,000**

These temporary funds will be invested in the chapter house and chapel in the near future to address projects that are pressing. These renovations will bring our house into a more competitive position with the university and other off-campus housing.

To achieve success, we will need more of our alumni to give, and more to give generously. Our goals are ambitious, but given our reputation, our tradition, and our commitment to excellence, we expect nothing less than success.

To receive and preserve capital, the Phi Kappa Psi Foundation will assist in the development of these funds and will maintain permanently restricted assets on behalf of the West Virginia Alpha Chapter as it does for chapters throughout the United States.



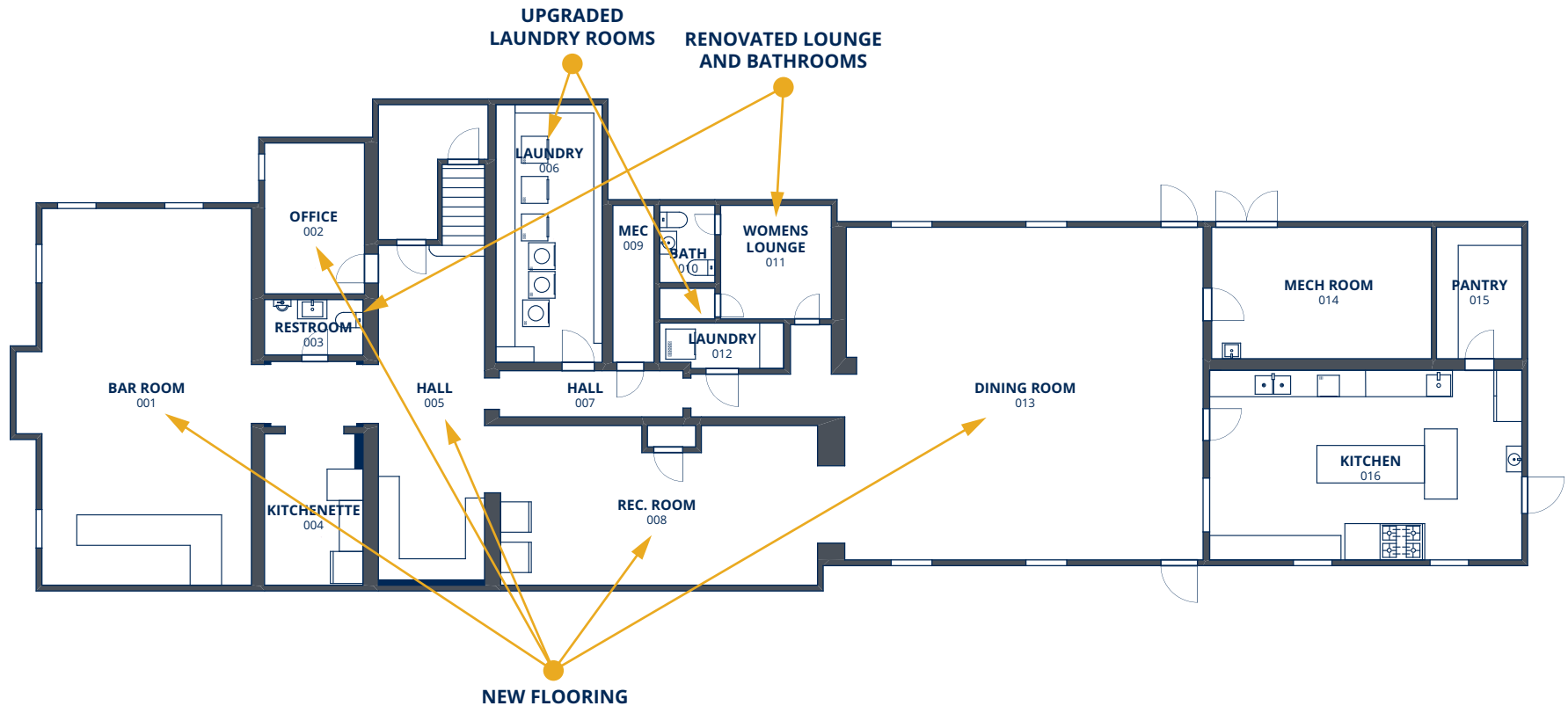
# ***MAKE THE CHAPTER HOUSE RELEVANT AND COMPETITIVE***

Our chapter house is the body and ultimate symbol of our West Virginia Alpha chapter. It was well-built and structurally, with a few exceptions, it is sound and ready for the future. However, there is a lot inside and outside the house that requires a significant investment totaling **\$1,000,000**. This campaign will enable the House Corporation to make necessary improvements to the facility that will keep the house as an attractive and competitive place to live as well as a chapter house we can all find a deep pride in sustaining.

The exterior of the house will receive new landscaping, a new privacy fence, a repaired and improved roof, and a code-compliant railing for the staircase. Similarly, the Goose House will receive a new roof and upgraded landscaping. We will also make changes to certain access points to ensure we remain ADA compliant and accessible to all people. We will also install a modern security system that does not intrude on the privacy of our brothers or the activity in the house but will ensure that important exterior access points are monitored and the Chapel is secure.

The interior of the house will receive a lot of attention. Among the priorities are a new and efficient HVAC system, a stable and competitive wireless infrastructure that allows all brothers to access their online classes fluidly and can scale up to meet future demands, and new bathrooms throughout the house.

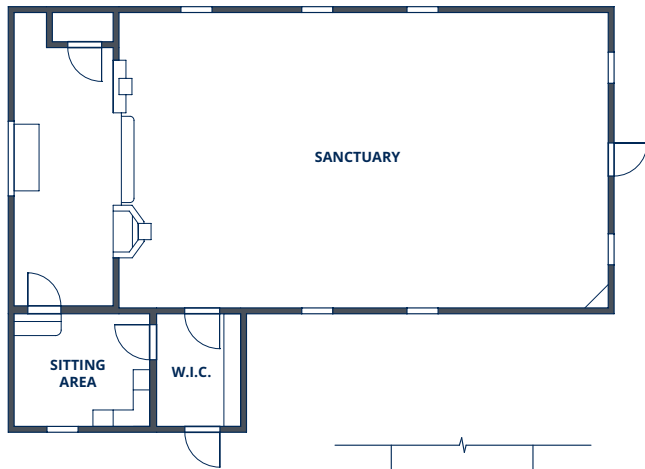




## ***BASEMENT LEVEL***

The basement level is where a lot of the action happens at West Virginia Alpha. From dining to socializing to washing cloths, the basement is a hub of activity. We will install new flooring to replace the dilapidated and currently separating flooring, renovate the laundry rooms and upgrade the appliances to high grade industrial units that are serviceable. We will also refresh the Womens Lounge and the restroom. Lastly, we will replace aged hot water heaters and ensure the plumbing in the Mechanical Room is sound.

## CHAPEL



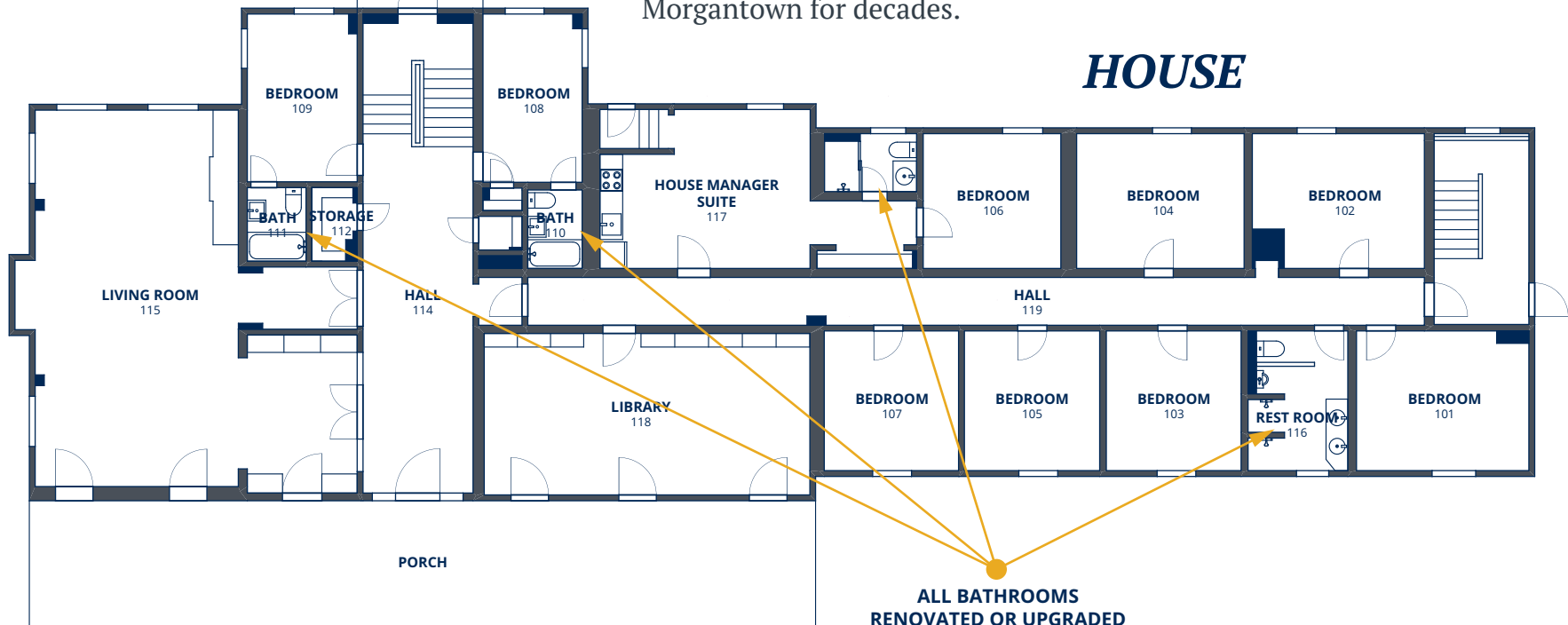
## MAIN FLOOR

The Chapel will receive a long-overdue refresh with new paint, a new runner for the floor and an upgrade in the archival presentation of our chapter's history. In particular, it will feature prominent West Virginia Alphans not just from our founding era, but from our more recent eras as well.

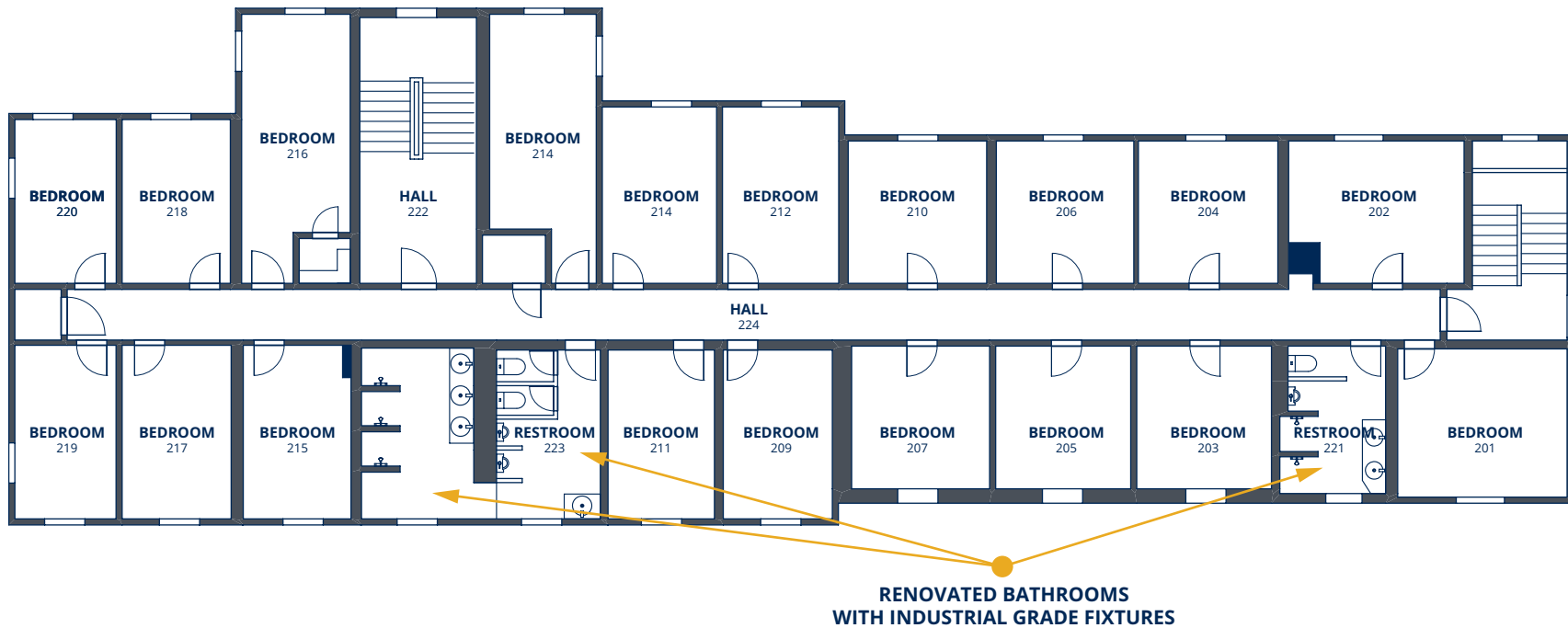
The Main Floor houses 11 brothers and our House Manager, but it primarily serves as the first impression to those entering our chapter house. The bathrooms will be fully renovated and the entire floor will be refreshed with new paint and lighting fixtures.

The Library and Living Room will receive the most attention and will be brought up to West Virginia Alpha standards with new fraternity-grade furnishings, a donor wall that celebrates all those that have made generous gifts to support and sustain West Virginia Alpha. In addition, we will ensure that our proud history is put on display so guests and future brothers will be able to understand the impact that Phi Kappa Psi has had on its members and the community of Morgantown for decades.

## HOUSE

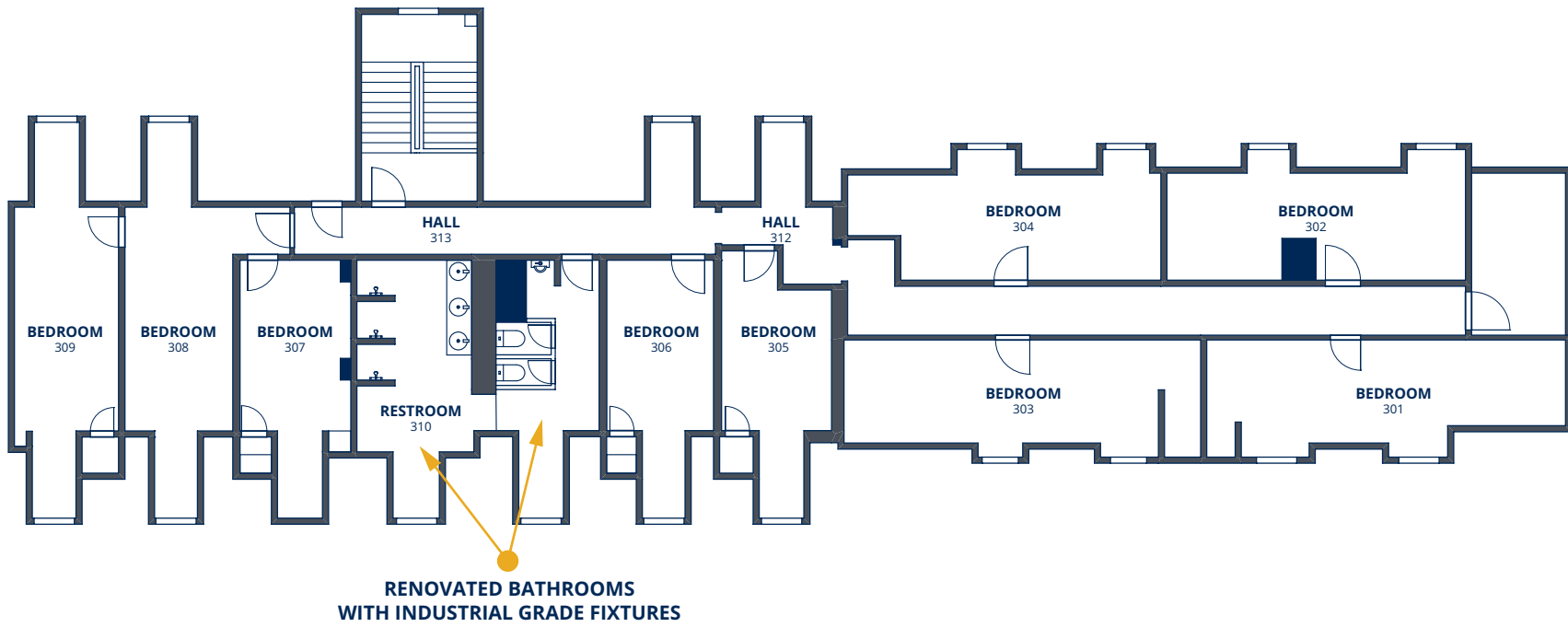






## ***SECOND FLOOR***

Our second floor is our largest residential floor, holding 22 brothers. It also receives a lot of guest traffic throughout each year. We will renovate the bathrooms, repaint the hallway and rooms, and upgrade the technology infrastructure so each brother can access his classes remotely when needed and be connected to the world beyond Morgantown.



## ***THIRD FLOOR***

The third floor houses 11 brothers. This level will also receive new paint, renovated bathrooms and upgrade wireless technology.



# MAKE THE BROTHERHOOD STRONGER

Historically, chapter operations are sustained by having undergraduates or their families pay rent and dues to the House Corporation, which in turn pays all of the annual operating costs, insurance, and house upkeep. In addition to income from student rent and dues, we have been fortunate to have some endowed funds which have served the chapter well and produced small annual scholarships that are granted to deserving or needy brothers. These scholarships pale in comparison to the financial need experienced by our young brothers, but they have helped us retain exceptional brothers who would otherwise have to leave the chapter, and possibly WVU, due to the costs.

This model has existed for decades, but it is no longer working. This campaign will establish a new and sustainable revenue model for the West Virginia Alpha House Corporation by enabling alumni to create a significantly offset the rising cost of education for our young brothers.

We will establish a **\$1,250,000** Endowed Chapter Education Fund (OneFund) that will provide annual grants of roughly **\$50,000** to the House Corporation. In this way, we enable alumni to create a permanently restricted asset that will benefit the chapter in perpetuity. The annual distributions from the West Virginia Alpha Chapter Education Fund will support three distinct functions:

- Offset the educational operating costs of running the chapter house on an annual basis.
- Award annual scholarships to our most deserving brothers.
- Provide funding for both national and local leadership development programs aimed at training our men to be better leaders.





### ***THE GENTLEMAN'S PARAGRAPH***

*The whole sum of Phi Psi tradition may be gathered together under the single word: Gentleman. It cannot be defined. It cannot be mistaken. A worthy member of Phi Kappa Psi is, and always must be, under all circumstances, in sickness or in health, in prosperity or adversity, in the bosom of the chapter or in the pitiless gaze of a cold world, a gentleman.*



# ***BROTHER JACK BOWMAN '58 REFLECTS***

Over the years, as I have thought about my relationship with Phi Psi I keep returning to that magical moment when I discovered “The Gentlemen’s Paragraph” in the pledge manual. I was studying for a pledge exam and had the book open to page 53, which showed a photo of the Memorial Chapel at West Virginia Alpha. My room, which I shared with Teddy Morlang from Parkersburg (long gone these many years) overlooked the chapel. I remember looking at the picture of the chapel, then looking at the chapel itself, then back to the picture for quite some time and thinking how fortunate I was to be in that very spot at that time.

Then I read the last paragraph on the preceding page, a paragraph we have come to call “The Gentleman’s Paragraph.”

“The whole sum of Phi Psi tradition may be gathered under the single word *gentleman*. It cannot be defined. It cannot be mistaken. A worthy member of Phi Kappa Psi is, and always must be, under all circumstances, in sickness or in health, in prosperity or in adversity, in the bosom of the chapter or the pitiless gaze of a cold world, a *gentleman*.”

As corny as it must sound, after reading those words I wrote in the column opposite that paragraph, “Excellent! Live up to it!!” I still have the pledge manual with those contemporary notes on display in the bookshelf in my family room, because after sixty-two years this paragraph has continued to sum up what Phi Psi is about.

I was just shy of 20 when I was initiated. Now 62 years later, halfway through my 83rd year, I’m constantly reminded of this paragraph and what it meant. As I think of my fraternity brothers it is no exaggeration to say that they were, and are, *gentlemen*. Oh, we weren’t perfect by a long shot. We were all involved in occasional episodes that represented the highlight of adolescent misbehavior.

For the most part, however, what I remember is the bond we formed and how it has actually grown stronger year after year. To repeat, my Phi Psi brothers WERE and ARE *gentlemen* – fair in their dealings with others, kind and ready to help one another. To this day I love “slipping the grip,” putting those three dots after my name in communications with brothers and knowing that if I am in a group that contains some brothers, we will seek out each other and share a grip. I also know if I were to call on any number of my these brothers they would go far out of their way to aid me in any way they could, not because they owe me anything but because they know that we have shared that special bond in the Phi Kappa Psi chapel at WVU.

Fraternities are not merely for college boys out for a good time. They are instrumentalities that shape us and to a larger extent than many realize determine the kind of man we will ultimately become.

## CAMPAIGN COMMITTEE



**David Woodrum '61**  
Honorary Chairman



**Tim Miller '74**  
Campaign Chairman



**Jack Bowman '58**



**Rick Pill '70**



**Bob Bird '73**



**Kim Craig '74**



**Dave Hanna '77**



**Zach Mendelson '79**



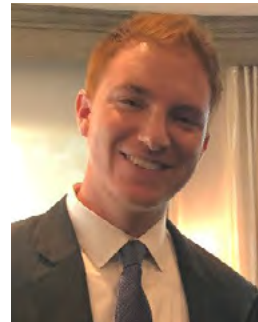
**Tim Hoffman '81**



**Tim Dyer '81**



**John Miesner '81**



**Izaak Mendelson '07**

## JAMES COCHRAN HOUSE ASSOCIATION

**John Miesner '81**  
President

**Charlie Hageboeck '17**  
Vice President

**Mike Hoffman '17**  
Secretary

**Gary Waters '74**  
Treasurer

## UNDERGRADUATE DIRECTORS

**Brodie McUmar '21**  
Chapter President

**Kaysen Conver '21**  
Chapter Treasurer

## CHAPTER ADVISOR

**Harley Hymes '17**

## HOUSE MANAGER

**Payne Blankenship '20**

## CAMPAIGN COUNSEL

**Lee Fuller**  
PKP Foundation

**Drew Thawley**  
PKP Foundation

**Phil Mikos**  
PKP Foundation



## ***Giving Levels***

Recognizing investments in West Virginia Alpha

### **1852 LEGACY SOCIETY**

Honoring those that name the Phi Kappa Psi Foundation in their estate plans, designating a West Virginia Alpha Fund.

### **1890 FOUNDERS CIRCLE**

\$100,000+

### **LETTERMAN SOCIETY**

\$50,000 - \$99,999

### **CHAPEL SOCIETY**

\$25,000 - \$49,000

### **WEST VIRGINIA ALPHA CLUB**

\$10,000 - \$24,999

### **HARLAN SELBY SOCIETY**

\$5,000 - \$9,999

### **PHI KAPPA PSI SOCIETY**

\$1,000 - \$4,999

### **AMICI CIRCLE**

\$1-\$999

### **NAMING OPPORTUNITIES**

Naming opportunities exist for gifts of \$5,000 and greater and provide a unique occasion to remember a family member or fellow chapter brother. They also allow West Virginia Alpha to show its appreciation to generous benefactors. A complete recognition guide is available.

### **TAX DEDUCTIBILITY**

All gifts to the campaign are 100% tax-deductible through the Phi Kappa Psi Foundation and designated to the West Virginia Alpha Housing Fund or West Virginia Alpha Endowed OneFund.

### **MAKE AN HONOR AND MEMORIAL GIFT**

Each year, West Virginia Alpha brothers make gifts in honor or memory of a fellow chapter brother, family member or friend. These gifts can be made online or in the mail using the tribute section of the giving form, and the Foundation will contact each individual honored (or a surviving family member) to share the news of your generosity.

# **GUIDE TO INVESTING**

Gifts to the campaign can be made by cash, check, credit card and appreciated securities; paid over five years; and designated to the renovation of the facilities or funding of the Endowed OneFund. All gifts are 100% tax-deductible.

### **ONLINE**

Giving with your credit card online at [pkpfoundation.org/west-virginia-alpha](http://pkpfoundation.org/west-virginia-alpha) is a quick and secure way to make an investment in our West Virginia Alpha project. Online, you can make a one-time gift or establish a recurring gift in monthly, quarterly or yearly increments.

### **ESTATE GIFTS**

The Phi Psi Foundation staff, our fundraising counsel, will work with you and your estate planner in designing a planned gift that meets your short and long-term financial goals and ultimately benefits our West Virginia Alpha Chapter. Planned gifts include but are not limited to cash, bonds, stock, securities, personal property, retirement plan assets and insurance policies.

### **BY MAIL**

You can mail a check or credit card gift for our West Virginia Alpha project to the Phi Psi Foundation at Phi Kappa Psi Foundation, 5395 Emerson Way, Indianapolis, IN 46226. Please be certain to indicate West Virginia Alpha Housing Fund or West Virginia Alpha Endowed OneFund in the memo section of the check.

### **APPRECIATED STOCK/SECURITIES**

Multiple benefits are realized when using appreciated stock as a means of giving. The Phi Psi Foundation staff, our fundraising counsel, can work with your financial advisor to ensure your stock gift maximizes charitable tax benefits, while also making a direct impact on West Virginia Alpha.

If you hold shares in an electronic account, simply contact the Foundation's investment manager at the information below. Please indicate/note within the transfer that the gift is designated for the West Virginia Alpha Housing Fund or West Virginia Alpha Endowed OneFund.

Firm: Buckingham Strategic Wealth  
Advisor: Tim Jost ([tjost@bamadvisor.com](mailto:tjost@bamadvisor.com) | 314.783.2918)

For DTC:  
Custodian: Fidelity  
DTC Number: 0226  
Account Information: 676-810825 (The Endowment Fund of the Phi Kappa Psi Fraternity)

### **MATCHING GIFTS**

Numerous companies match an employee's personal donation to non-profit, tax-exempt foundations. Ask if your employer participates in a gift-matching program.

### **GIFTS IN KIND**

Gifts in kind will be reviewed and evaluated on a case-by-case basis by the campaign leadership.

### **THE FOUNDATION'S INFORMATION**

Tax ID: 36-6130655  
Legal Name: Endowment Fund of the Phi Kappa Psi Fraternity  
(d/b/a Phi Kappa Psi Foundation; Phi Psi Foundation)

### **CONTACT US**

For more information about volunteering for the campaign or assistance about giving to benefit West Virginia Alpha please contact a member of the West Virginia Alpha House Corporation or the Phi Kappa Psi Foundation staff team at 317.275.3400 or [lgf@pkpfoundation.org](mailto:lgf@pkpfoundation.org).



*What will your impact be?*