

ny delta doings

NY Delta Chapter of Pi Beta Phi at Cornell

Fall 2011 newsletter

New York Delta Scholarship

The chapter is pleased to announce the establishment of a scholarship through the Pi Beta Phi Foundation. After several years of fiscally responsible spending, the chapter accumulated more than \$50,000 to establish the endowment to fund one annual scholarship per year of approximately \$2,000.

The New York Delta Scholarship is restricted to active members of the New York Delta Chapter of Pi Beta Phi who are in good standing. In order to apply for the scholarship, candidates must have a cumulative GPA of 3.0, be in good financial standing, and be a full-time student at Cornell during the academic year that the scholarship is to be used.

Carly Dean '14, the first recipient of this award, describes its effect on her work as a student in the College of Architecture, Art, and Planning:

"I am a junior enrolled in Cornell University's five-year Bachelor of Architecture degree program, with aspirations to use architecture and design as a social empowerment tool. As the first recipient of the Pi Beta Phi Foundation scholarship, I am immensely appreciative of the financial support that enabled me to travel to South Africa and help construct the first preschool—Early Childhood Development Centre—of Cosmo City, which is a mixed-income development of Johannesburg.

"I am a leader of Cornell University Sustainable Design (CUSD), which is an interdisciplinary, student-led design-build organization. Over the past two years, our Schoolhouse South Africa team has raised funds, as well as researched, designed, and procured the materials to build this school, which we hope will serve as

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President Reports on Successful Fall Semester

By **Sophia Zigouras '12**
Chapter President

Hello, sisters! I hope this issue of *NY Delta Doings* finds you well. As my presidential term draws to a close, I reflect on how lucky I am to have represented the extraordinary group of women in our chapter. These women truly are the leaders of our generation; from varsity captains and student government leaders, to research assistants and entrepreneurs, Pi Phis leave the NY Delta mark on every facet of campus life. It has been a pleasure to further connect with every one of our 135 members and to welcome Sally Holmes '13, a fall transfer from the University of North Texas. The genuine kindness and impressive talents of every sister make me proud to be a Pi Phi and honored to serve as president.

My goal for this year has been to increase involvement in all aspects of chapter life—a challenge, given our sisters' demanding campus involvement. Thanks to the collaboration of our executive council and the participation of our members, Pi Phi held several events that were each attended by more than 85 percent of the chapter.

Our annual Founders' Day Brunch was held in early May. The celebration included a breakfast made by our phenomenal chef, Dickyi; an *a cappella* performance by Cayuga's Waiters; and the candlelighting ritual honoring our founders. Most importantly, alumnae and undergraduate sisters had the chance to

connect and enjoy one another's company.

In October, Pi Phi brought T.A.K.E. (self-defense training) to campus, an event co-sponsored by Panhellenic Council. The T.A.K.E. program was founded as a legacy to Ali Kemp, a Pi Phi who was murdered while working at a neighborhood pool. It provides women with reality-based, hands-on self-defense training. NY Delta's fundraising and advertising efforts allowed us to share the program with women of the Cornell community. We learned valuable skills while having a great time.

To kick off November, we held a special sisterhood event at the house called Kisses for the Troops. Sponsored by *Cosmopolitan*, *Maybelline*, and *Seventeen*, the event entailed kissing postcards and writing notes that will be sent to the troops overseas for New Year's Eve. Together, we crafted 1,000 kissed messages of love and support.

From overseeing chapter events to ensuring the well-being of our members, the time I have spent as president has been incredibly fulfilling. The experience has helped me to grow as a leader, and I know I am a better woman because of it. I am excited to see Pi Phi continue to grow in the capable hands of Kimberly Schlossberg '13, our vice-president event planner and newly elected president. Although I am about to graduate, I am confident that my Pi Phi experience has only just begun. I look forward to the continued friendships and memories with my Pi Phi sisters.

In Memory of Katie Helmstadter '01

By **Kate Zellers '01** and **Gina Barbieri '01**

It is with heavy hearts that we memorialize our dear sister Katie Helmstadter '01, who left this world on August 1, 2011. Katie is survived by her parents, Stephen Helmstadter and Becca Bruce; two brothers, Jacob and John; her sister-in-law, Freddie; and many loving friends and family members.

Katie was the most wonderful, warm, and caring person. She had a beautiful soul and magical laugh. She loved her family and friends fiercely, and she was always the first one to say



Katie and Japhy

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NY Delta Scholarship

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a prototype for the Gauteng community. This summer, 20 Cornell students (myself included) traveled to South Africa to construct the school alongside 20 local laborers. With an office, kitchen, bathrooms, four classrooms for up to 80 students (up to seven years old), and a vegetable garden, this preschool will be opened in January 2012 at the beginning of their school year.

"The experience was life-changing in terms of being able to witness the empowerment and curiosity of the surrounding community. Political unrest, post-apartheid socioeconomic tensions, HIV, and illiteracy all burden South Africa. This preschool gives hope to children in pursuit of higher education and to women who will be trained to be teachers by our partners, the local Play With a Purpose organization. Thank you to the Pi Beta Phi Foundation for the opportunity to travel to South Africa and for supplying the preschool with its first children's books."

In the words of Nelson Mandela, "Masakhane!"—Let us build one another and build together. Additional contributions are always welcome to increase our endowment and provide additional scholarships for our NY Delta sisters. Gifts are tax-deductible, and the foundation will mail a gift acknowledgement upon receipt of every gift, as well as a year-end tax statement. Donors are asked to clearly indicate that their gift is to support the NY Delta Scholarship and send it to the Pi Beta Phi Foundation, 1154 Town & Country Commons Dr., Town & Country, MO 63017.



Actives Announce Newly Redesigned Website

Visit the newly redesigned undergraduate website: pibetaphi.org/pibetaphi/cornell! We now have a newsletter archive where you can read past issues of the *NY Delta Doings*.

SnappyScreen: Sunscreen in a Snap!

By Kristen McClellan '12

As early as I can remember, I have had an interest in entrepreneurship. My best friend (and business partner) and I were the entrepreneurs of Millford Drive. Together, we manned lemonade stands, sold home-baked cookies door-to-door, and founded "Funcare," a weeklong summer day camp for kids ages two through six, which profited \$1,000 a week when we were only 12 years old. Who knew "Funcare" would lead me to the career path I am presently pursuing here at Cornell.

I am a senior in the School of Industrial and Labor Relations, where I'm pursuing my business concept, "SnappyScreen." SnappyScreen is an airbrush sunscreen-application system that disperses a fine mist of sunscreen, which covers the user from head to toe. This idea first originated during the summer before my freshman year at Cornell. My sister, also a proud Pi Phi, and I were vacationing on a beach in the Bahamas. We were complaining to one another about how long it took us to put on sunscreen and I thought, "there must be a faster way to do this."

Upon arriving at Cornell, I decided to test my business idea and entered the Cornell's Entrepreneurship Organization's "Elevator Pitch" contest, and placed second to a graduate student. A domino effect followed from there. In the spring semester of my freshman year, I was accepted into Cornell's e-Lab, a student program that provides office space, access to accountants and attorneys, and an unbelievable mentorship network comprised of successful entrepreneurs and other professional alumni.

SnappyScreen has been a work in progress. The original prototype design has changed with every year of development. This past summer, the device was ready to launch a trial period! The mentorship network I maintained through e-Lab afforded me the amazing opportunity to debut SnappyScreen at the Aruba Marriott Resort and Stellaris Casino for a full week in August. The response was outstanding. The hotel management team and Marriott guests were extremely supportive. Marriott's public relations department promoted Cornell University and



SnappyScreen immediately upon my arrival to the resort. The *Marriott Daily Activities* newsletter welcomed me and SnappyScreen, and invited guests to try the device near the hotel's towel hut. On the first day, the PR cameraman arrived and gave me 10 minutes to come up with something to say on tape for the hotel's Facebook page. The next day, the local newspaper, *Aruba Today*, ran a story with photos, and by Friday, the local TV station, Aruba TV-15, filmed SnappyScreen for their news spot.

The first day, 60 people tried the device and completed the survey. On day two, there was a 50 percent return rate for application, and overall, approximately 75 guests tried SnappyScreen that day. By day three, more than 100 guests had used the device, and I ended operations an hour earlier than the first two days. By day four, I had completely finished up all of my sunscreen. In only two hours, 55 people used SnappyScreen. The response was more than I ever imagined. The excitement around the device was contagious.

One of the main initiatives of SnappyScreen has been to educate society about the importance of protection from the sun's rays. SnappyScreen plans to donate a percentage of its profits to the Melanoma Research Foundation. Many dermatologists are concerned that sunscreen provides a false sense of protection. Fortunately, while testing SnappyScreen in Aruba, it was evident that the ease and time-saving use of SnappyScreen encouraged guests to reapply sunscreen every two to three hours for better protection. People came back every day to show me how evenly they tanned and did not burn after using SnappyScreen. Marriott guests were so enthusiastic about the concept, many offered their contact information to reach out to them for investments. The outpour of support was astounding.

SnappyScreen continues to make great progress. We are currently working on manufacturing and interviewing our first stage of investors. The final design is scheduled for launch in summer 2012. Be on the lookout for SnappyScreen, and check out YouTube to view the product in action, in Aruba!

cornell greek awards

2011 has been a great year for New York Delta! This past April, four NY Deltas were honored during Cornell's Greek awards ceremony. Congratulations to our award winners: Sarah Sprague '11 (Outstanding Chapter Officer), Susan Murphy '73 (A.D. White Administrator of the Year), Beth Walkenbach '00 (Distinguished Alumni Service), and Natalie Raps '12 (Outstanding Greek Woman).

Sharing a Sisterhood With My Sisters

By Faith Mannix '14

"Did you know you were going to join Pi Phi?" I was often asked that for weeks after formal recruitment was over, and I never knew quite what to say. I had a great time during recruitment, and there were many different houses that appealed to me. So many houses seemed nice and fun with a genuine sisterhood. However, Pi Phi had a special appeal—my actual sisters were both Cornell Pi Phis.

Sarah ('09) and Kelly ('11) are both New York Deltas who love Pi Phi, and their great experiences were my introduction to sorority life. I first visited the house in August of Sarah's sophomore year, when I was a freshman in high school. As soon as I got over my brief disappointment that the house didn't look like

Delta Nu in *Legally Blonde*, I thought it was the coolest place ever. I knew how much fun it was to live with two sisters at home, and it would obviously be even more fun to live in a house with 30 sisters. As I helped Sarah and our mother set up room 10, I noticed how everyone was so excited and happy to be there; Pi Phi sisters kept popping in to hug and talk about their summer. It was then that I knew that when I went to college, I wanted to be in a sorority, too.

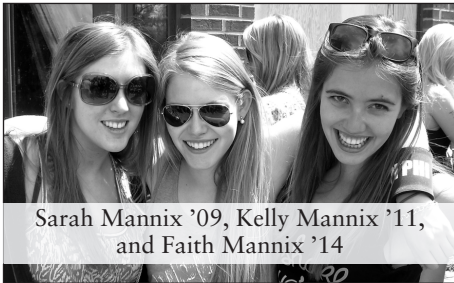
Two years later, Kelly was the sophomore living in. I stayed overnight on that visit, sleeping on the floor of room two with cushions taken discreetly from the living room. I had seen the excitement of living with Sarah, but then I was able to experience firsthand how much fun living in the house could be!

It is amazing to finally experience what Sarah and Kelly were always talking about. Hanging out on the couches in the TV room, doing homework in the living room, or eating a delicious dinner in the dining room—the three of us have now had the same basic experience. Also, there are exciting little things—the curtains that hung in Sarah's sophomore-year room are now hanging in my room, along with all the pictures of Kelly left from recruitment. It's a unique feeling knowing you can follow so closely in the

footsteps of your sisters.

I love being able to talk about Pi Phi things with them. I've wanted to know the secret handshake since Sarah was first initiated. I wanted to be able to wear the letters on all the cute shirts they had. But it was more than that—I wanted to be part of the place where all the sisters were happy to see one another after the summer and were all excited to be living in the same house together. I wanted to be like Kelly and Lauren as they cheerfully showed me around Cornell.

Now, living in the house, I am having all these great experiences and discovering what sisterhood is all about. When people asked me if I knew I was going to join Pi Phi, the answer probably should have been "yes," because all along, I knew I wanted to be in a place where I could share in an amazing sisterhood with my sisters.



Sarah Mannix '09, Kelly Mannix '11, and Faith Mannix '14

Pi Beta Phi National Convention



By Kelly Murphy '12

In June, Sophia Zigouras '12 and I had the opportunity to represent our chapter at the Pi Beta Phi convention. Upon arriving in Orlando, Florida, we were confronted with enthusiastic women and tons of Pi Phi paraphernalia. Speaker Mari Ann Callais kicked off our weekend on Friday, who spoke of lifelong fraternity and sisterhood. The following days were packed with chapter-improving workshops, fancy dinners, grand council elections, and Pi Phi songs.

Saturday put us in full swing, as we had breakout sessions to attend all day. Sophia learned a lot about recruitment, while I was able to understand what the Pi Beta Phi Foundation is—and how, through our financial efforts, we can support Pi Phis in need all over the country. One story that particularly touched me was about a woman living in Alabama who was severely affected by the floods this past spring. The Pi Beta Phi Foundation was contacted and able to buy her a new car so that she could return to work. I had no idea that Pi Phi had a foundation that not only offered scholarships to support students, but also alumnae in need. That night was my favorite dinner because we had a "chapter dinner" where

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In Memory of Katie Helmstadter '01

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something kind or funny. She was an activist who spread compassion for the homeless and disenfranchised. She had a passion for animals (especially her dog, Japhy), and she loved to run. She was a state-champion runner in high school, ran track at Cornell for two years, and became an ultramarathoner after college. Katie was finishing a PhD in cell and molecular physiology at UC Davis, but she still managed to travel the world and spend time rock-climbing and hiking with Japhy.

We were devastated to hear of Katie's passing, but not entirely shocked. She radiated warmth and sunshine, but struggled for years, silently, with an eating disorder and crippling depression. While her friends scarfed pizza at 330 Triphammer, Katie ate raw mushrooms and baby carrots. She led the dancing at Alpha Delt parties, but she often seemed exhausted, even though she fought hard not to show it. We loved her to pieces, supported her efforts to be healthy, and tried not to ask too many questions.

Since college, we've had the privilege of loving Katie for another 10-plus years. Our little circle of Pi Phi sisters (to all of us, "my girls") grew up, grew better and bolder, and

became more open as we developed our adult selves together. We celebrated our accomplishments, released our secrets, talked through our challenges, and flew to all corners of the country for "mini-symposiums"—the term Katie coined for weddings, reunions, long layovers, and any other excuse to get together. Every hours-long phone conversation, birthday mix, intriguing question, and surprise postcard reminded us of how lucky we were to have Katie touching our lives. We're heartbroken that she was unable to see that same easy beauty in herself. We will miss Katie's smile, selflessness, curiosity, laugh, friendship, and sisterhood, and we thank her for those priceless gifts.

To honor Katie's memory, her family asks friends to seek out a meaningful encounter with a homeless person (perhaps share names, a conversation, or a meal), or to make a contribution to valleyandmountain.org. If you know someone with an eating disorder or depression, please encourage them to seek help. There are many resources on the Cornell campus, and lists of treatment providers and support groups across the country can be found online at www.nationaleatingdisorders.org, or www.depression-screening.org.

our alumnae share their news

Carole Ann (Knoop) Buffett '60 held a brief mini-reunion at her home in June with **Barbara Kielar Kline '60** and **Leslie Crouse Swift '60**. Leslie retired after 20 years as a CPA for Project Hope, last serving in Haiti and Africa. Her lifelong passion for dog training has won national recognition in obedience and agility tournaments, as well as in directing and teaching in Northern Virginia dog-training programs. One of Barbara's four sons, Captain David Keblish, has been deployed to Afghanistan. Carole reports that her "recent activities include program planning for various church and community groups. The Southern Fairfield Alumnae Club of Pi Phi continues to offer great opportunities with terrific gals, and programs. National awarded us 'Club of Superior Performance.' We offer a night group for the working gals, too! Carole's daughter, Pi Phi **Susan (Buffett) Wilson '86** lives nearby in Wilton, Connecticut. Moving to Southern Fairfield, Connecticut?—Email me at buffettc@att.net."

"I retired at the end of April from the office of research integrity of the Federal Department of Health and Human Services," writes **Nancy (McConnell) Davidian '62**. "I spent almost 19 out of my nearly 33 years of federal service in that office. I hope to get to my 50th Reunion in 2012!" (5614 Roosevelt St., Bethesda, MD 20817; nancy.davidian@rcn.com)

Natasha (Soroka) Green '65 was very moved by the sensitive and articulate letters from graduating sisters. "Congratulations for all the philanthropic work that the Pi Phi chapter is doing." Get in touch with her at 1315 Linden St., Sewickley, PA 15143; or natashasoroka@aol.com.

In March, **Elisabeth (Kaplan) Boas '71** reported, "The youngest of my three kids finished at Roger Williams University in Bristol, Rhode Island. Benjamin (27) still lives in Tokyo and has reassured us of his safety by email and phone in the aftermath of their national disasters. Katherine (30) still lives and works in Manhattan. Art is working harder than ever in D.C., and we look forward to our 40th Reunion this spring. I continue in community philanthropy, especially Cornell-related work." (11 Oxford St., Chevy Chase, MD 20815; ekb7@cornell.edu)

Susan H. Murphy '73 wrote to us in March and said, "**Nancy Potter '73**, **Mary Terese Pasquale-Bower '73**, **Lucy (Hertel) Caley '73**, **Fran (Holmes) Kozen '72**, **Kathy (Coleman) Weinerg '74**, and I recently enjoyed dinner in Ithaca. All Ithacans (welcome to Ithaca, Kathy ... a long way from Dallas, Texas), we hope to make this a

monthly gathering and look forward to connecting with other Ithaca Pi Phis, especially from 'our generation.'" If you're interested in meeting up contact Susan at 49 Eastlake Rd., Ithaca, NY 14850; or susan.h.murphy@gmail.com.

When **Deborah (Lyon) Fister '74** wrote to us in March, she said, "I just read the *NY Delta Doings*, and I continue to be impressed with the chapter's emphasis on philanthropy. Although there must have been some charitable activities when I lived at Pi Phi (some 40 years ago!), most activities were social and benefited the chapter alone. Kudos to all! It was 40 years ago that I signed the pledge to Pi Phi, and I think of all the benefits Pi Phi has given me in the past 40 years. As a lonely freshman, Pi Phi gave me a home and a family. If I remember correctly, NY Delta was the only fraternity (for women) that made me feel at home. I lived in Nashville, Tennessee, as a young mother, and alumnae activities provided a welcomed break from diapers and sleep deprivation. Now, after living in the Rochester area for 28 years, I think it is time to seek out my Pi Phi sisters! I am teaching knitting to three teens in a home-school group. It is great to pass on a skill that my mom passed on to me. She passed away last April, and I miss her. Knitting is 'therapy on a stick.'" Stay in touch with Debbie at 54 Sherwood Dr., Brockport, NY 14420; yangirl1952@gmail.com.

Jennifer (Read) Campbell '81 is delighted that her niece, **Allison Wood '14**, daughter of **Emily (Read) Wood '77**, not only enjoyed her freshman year at Cornell, but also joined the sisterhood of Pi Beta Phi. When she wrote to us in March, she reported, "I'll enjoy hearing about her experiences, as well as catching up with the other sisters for my upcoming 30th Reunion in June. While my sister, Emily, has been gone for 17 years, she would be proud, as I am of Alli, and I am happy that she is able to walk in our footsteps!" Send mail to Jennifer at 14824 Hunting Path Pl., Centreville, VA 20120; or send email to ronjenam@aol.com.

Jill (Schosberg) Stoller '82 celebrated her 50th birthday and turned it into a mini-Pi Phi reunion in January 2011. In attendance were: **Sarina (Monast) Bronfin '82**, **Debbie Golick '82**, **Kristi Bleyer '82**, **Maureen Trowbridge '82**, **Sheryl McSherry '82**, and **Valerie Duffy '82**. It was so much fun reconnecting and reminiscing about our CU days. Jill is married to Timothy Stoller (Cornell '78) and has a daughter, **Jenna Stoller '12**, who is a biology and society major, a pitcher on the Cornell softball team, and a Pi Phi!

deceased

Doris Irene Stead '39
September 19, 2010

Theodora(Uelzmann) Longenecker '45
August 2, 2011

Martha MacGuffie '46
March 7, 2011

Helen (Cole) Field '53
March 16, 2011

Jane (Shanklin) Warter '54
August 5, 2011

Eileen (Hoffman) King '57
January 19, 2011

Pi Beta Phi National Convention

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Sophia and I ate with Laurel Kruke '08 and Tanzi Craig '96, two NY Delta alumnae. Hearing about their experiences as Pi Phis at Cornell was fun, but what I enjoyed the most was the immediate connection that we had with these two women without ever having met before.

Continuing our weekend, on Sunday, we attended more workshops to learn about Pi Phi and how to better our chapter. The most memorable workshop was one entitled "Big Sisters and Gift Givers: Putting Meaning Back Into Mentoring" by Erika Breedlove. Ms. Breedlove was incredible and really challenged us to think about what it is to be a mentor to your "little" in your lineage and other sisters, as opposed to only socializing with them.

The weekend finished off with an alumnae honor initiation, where Sophia and I were able to see the grand president initiate four new alumnae. Being able to meet Pi Phis of varying ages, from all over the country, was an amazing experience. Katie Compton was also at the convention and having her support was great, as well. I know all three of us had different experiences that weekend, and being able to bring all of those memories and ideas back to our house will definitely help our local chapter. I am so happy to have been a part of the weekend. Get excited: next year's in San Diego!