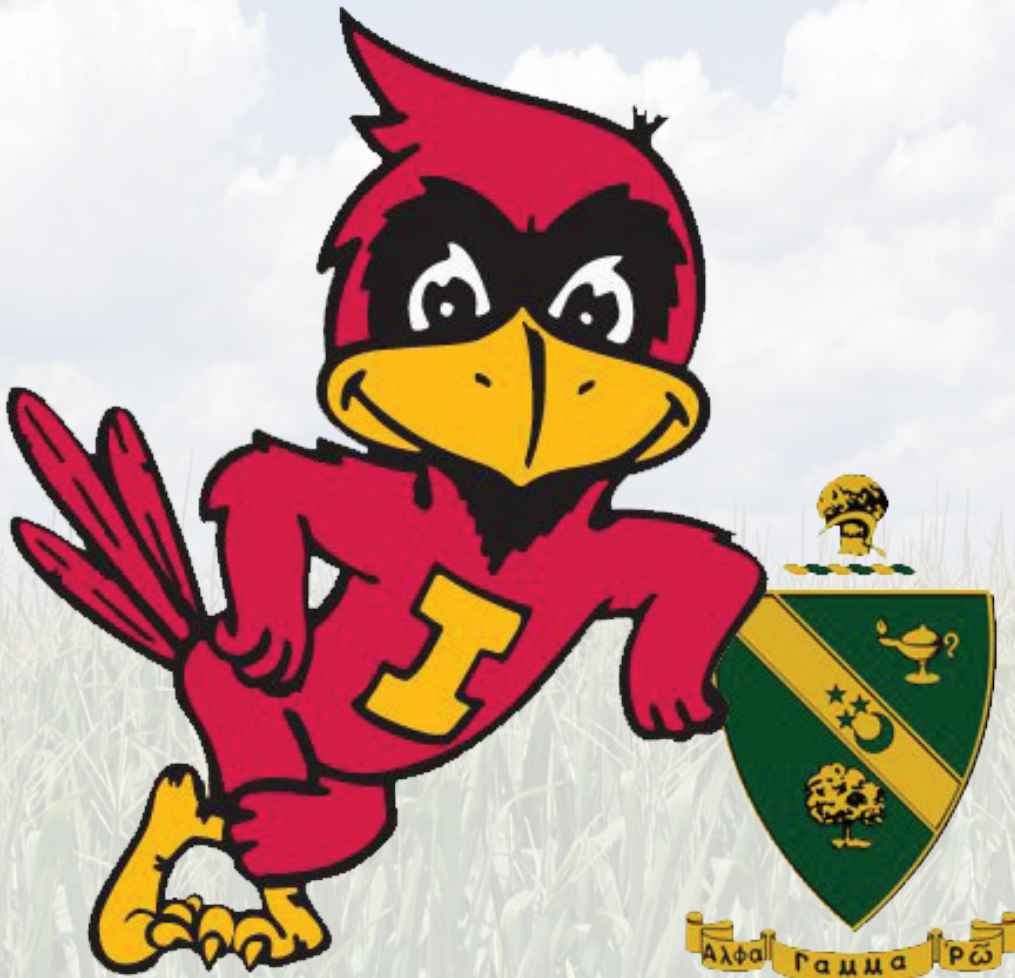




ΑΓΡ

Eta Chapter Newsletter
Iowa State University

THE CRESCENT



SUMMER 2020

Noble Ruler Report

Hello again,

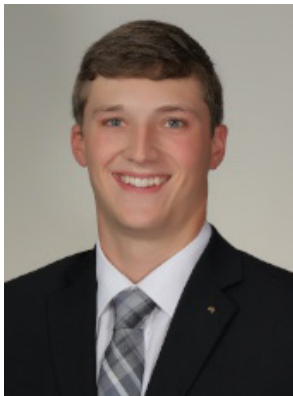
I hope that amidst this pandemic, you all were blessed with a wonderful spring, with ideal planting conditions and healthy calves on the ground. My father cannot remember a time when we were done planting corn and beans by the first week of May, but this year we managed to get the crop in the ground in a very timely manner.

Since the last time I wrote for the Crescent, obviously a lot has changed. Iowa State University moved all classes online, emptied the campus, classrooms, and unfortunately, the AGR house for the time being. While we may not have been connected through face to face interaction with one another on a daily basis, I know we all have been doing a phenomenal job at keeping up with each other's progress on our respective farms, classes, and summer plans. Our NI class of 2020 has been filled, with 27 new members to be initiated come August. The VNR of Recruitment, Cole Eden, has done a tremendous job transitioning from the normal in-person interaction with recruits and his families to an online, virtual platform, and he has been praised by many of the recruits' families for going to those lengths to get to know each all of them.

During the pandemic, Eta Chapter answered the call for the Ames community: upon moving out, the Men of Eta Chapter donated all frozen and canned food items to the Ames Food Bank, and all unused cleaning supplies to Mary Greeley Medical Center of Ames, to help each organization do their part in fighting this pandemic. We also replaced our annual Rhodown Philanthropy, with a virtual fundraiser, with funds going to Mercy One Hospital of Des Moines. Currently, we have reached around 1/3 of our goal for this fundraiser. If you are able, please donate to our cause, which is located on our Facebook Page, or it can also be accessed through the previous E-Newsletters that we have sent out.

The last thing that I want to touch on are the seniors that graduated from Iowa State this year. I have had the pleasure of knowing the NI Class of 2016, along with a few that graduated alongside of them, for my 3 years in the house. During that time, I have met and connected with some of the brightest, smartest, most gifted, and especially humorous, guys that I have ever had the pleasure of knowing. These guys got their last 2 months of their college career taken away from them; something they will never be able to get back again. If there is one thing that I know will come out of this with those men, it is that they will come out of this situation hungry and motivated to take on the real world. They will show everyone that a virus won't stop them from making the world continue to go around. We as agriculturalists drive this great country and world of ours, and I know for certain those guys will continue to carry that tradition on, no matter the circumstances.

Thank you again seniors. You all set the foundation for many young guys underneath of you, and for the future of the house. Your past accomplishments will not go unnoticed. From all collegiate and alumni members of Eta Chapter, we thank you for everything you have done, and will do in the future.



Be Safe and Take Care,

A handwritten signature in black ink that reads "Connor Hultman".

Connor Hultman
Noble Ruler
"2268"



Mom's Report

The spring semester started out normally, the new executive team took over their roles, and all the activities took place as scheduled. Although ISU basketball was not having its best season, there was still much to keep all members busy and happy. The newsletter sent in February reflected the usual events and activities at the fraternity. Recruitment was continuing to go well, young men were preparing for midterms, practicing for lip-synch and planning Spring Break vacations.

Mom's Weekend February 28-29 was a huge success. Young men and their dates enjoyed a tropical date night on March 6th. On March 9th, the men of AGR hosted the 2nd annual Women Appreciation dinner. This was also a great success and an opportunity to thank all the ISU fraternity and sorority housemothers, house directors, female professors and other women who contributed to the fraternity. This included ISU President Wendy Wintersteen and Deputy Secretary of Agriculture Julie Kenney. The chairmen of the annual Spring Showdown, scheduled for the weekend of March 13-15, were extremely busy planning and organizing this event and everything appeared fairly normal at 201 Gray. However, conversations and worries about the coronavirus were starting to creep into everyday life.

Things began to change rapidly as more information about the coronavirus swept the USA and the Iowa State campus. On March 11 a recommendation was made by the Board of Regents supported by President Wintersteen and ISU administration to move online beginning March 23-April 3 in hopes of preventing the spread of the coronavirus. On March 18 we learned of the decision to provide only online classes for the rest of the semester. It was also announced that most of the resident halls at ISU were going to be closing. Businesses, schools, churches, bars and restaurants were closed or closing, and we were encouraged to "stay at home." Alpha Gamma Rho, and most of the fraternities and sororities at ISU made arrangements for students to move out over several days/weeks in order to honor "social distancing" which had become a very common phrase.

ISU Spring graduation scheduled for May 9th was moved to a virtual format and in President Wintersteen words "the spring 2020 graduating class will forever share a special place in history." The closing of the AGR house prior to the end of the semester was sad and disappointing for all members but especially the seniors. The NI class of 2016 is a cohesive group with strong friendships, strong personalities, and exceptional leadership skills. They will go on to achieve great things, but we all regret they will never get back their spring semester.



Diane Pinneke
AGR Housemother Eta Chapter



Recruitment Report

Like many things this year, COVID-19 threw a wrench in Eta Chapter's recruitment plans. As always, we learned to adapt, overcome, and be more prepared for the future. We are very excited to have signed 26 new members and look forward to welcoming them this Fall. These new members represent a vast majority of backgrounds, including 17 from Iowa, 2 from Minnesota, 2 from Ohio, 1 from Indiana, 1 from Illinois, and 1 that has traveled from Ireland to pursue a degree from Iowa State University. These 26 individuals represent a variety of majors as well, including Ag Business, Animal Science, Ag Systems Technology, Ag Engineering, Ag Studies, Ag Biochemistry, Forestry, and Animal Ecology. I believe this class is one of the strongest and most complete classes I have seen in my years as an active member and have high expectations for these future members of Eta Chapter.

Thankfully, by the beginning of my term, our former VNR of Recruitment and current Noble Ruler, Connor Hultman, had made significant headway on this class. We had already visited many potential new members and given them tours of our beautiful home at 201 Gray. Prior to the pandemic, our recruitment season seemed to be very typical. We started the spring semester by contacting new members, and scheduling visits to all corners of the state. We were able to host our AGR Recruitment Weekend in January, where we hosted 28 potential new members. My assistants put in significant work planning and preparing their recruitment skills by attending National AGR Recruitment School as well. As we progressed into the semester, it was evident that this was not going to be a normal year. We developed new recruitment tools, including PNM scorecards that quantify every potential new member's qualities and traits, and utilizing technology and social media platforms to connect with our recruits since home visits were no longer an option. Because of COVID-19, the university, and IFC-sponsored recruitment weekend was cancelled, putting every organization in a race against time to fill in-house spots before the May 1st University housing contract deadline. Because of our successful tradition of recruitment excellence, we were able to choose our 26 new members out of over 100 individuals that we were in contact with.

With this year's class complete, we have already turned our attention to next year's class. We were unable to table at on-campus and high school events that we use to build our names list, so we know that our alumni will play a pivotal role in our recruitment process by giving us names of high school seniors to pursue. If you have a potential member in mind, that will either be a junior or senior in high school this Fall, please go on our website and fill out our alumni recommendation form under the recruitment tab, or contact myself at 515-341-3961 or ceden@iastate.edu.



Respectfully,

Cole Eden "2308"
VNR of Recruitment

The logo for the Alpha Tau Phi (ATP) organization, featuring the letters 'A', 'T', and 'P' in a stylized, bold, yellow font with a blue outline and a drop shadow effect.

AGR Scholarships

Each year the Eta Educational Foundation coordinates the selection and distribution of scholarships and grants to undergraduate members of Eta Chapter through collaboration with the ISU Foundation, the College of Agriculture and Life Sciences, the Iowa 4-H Foundation, the National AGR Foundation, and the Eta Educational Foundation itself. This is made possible as a result of the ongoing generosity and support from ETA Chapter alumni to provide support for collegiate members and encouragement for academic and leadership achievement. A list of spring scholarship recipients is shown below:

Award Name	Recipient	Award Value
Andy Albright Memorial Scholarship	Scott Stoll	\$750
Albert Duroe Scholarship	Kabe Boysen	\$1,250
Albert Duroe Scholarship	Bryce LaFrentz	\$1,250
Paul T. Horak Scholarship	Cole Eden	\$1,000
Paul T. Horak Scholarship	Jake Sterle	\$1,000
Alan T. Fisk Memorial Scholarship	Bryce LaFrentz	\$1,000
Bruce Rastetter Most Improved GPA Scholarship	Matthew Hougland	\$1,000
Homer Hansen Memorial Scholarship	Jack Wilson	*\$6,000
Charles & Phyllis Persinger Scholarship	Cale Pellett	\$1,400
Charles & Phyllis Persinger Scholarship	Jack Carter	\$1,400
Curtis Askelson Scholarship	Benjamin McClain	\$1,000
Curtis Askelson Scholarship	James Chism	\$1,000
Curtis Askelson Scholarship	Nathan Behrends	\$1,000
Curtis Askelson Scholarship	Zack Leist	\$1,000
Bruce Rastetter Entrepreneurial Scholarship	Matthew Hougland	\$1,125
Bruce Rastetter Entrepreneurial Scholarship	Ross Cady	\$1,125

**\$3000 per year for 2 years*

Thank you to each member who completed and submitted an application and congratulations to each scholarship recipient. I want to thank Brothers Nick Westphal and Adrian Richardson for serving on the scholarship selection committee with me this past year. A big thanks goes out to the generous Alumni who support these and other scholarships and grants for members of Eta Chapter. If anyone has an interest in setting up a scholarship for members of Eta Chapter, even if this is done through the ISU Foundation, College of Agriculture and Life Sciences Foundation, National AGR Educational Foundation or other entity, please notify Brother Mike Nissly or me so we are aware of the award to ensure the award selection and recognition fit into our process and are aligned to your expectations.

Fraternally,
Chad Dummermuth
Eta Educational Foundation Scholarship Coordinator



Collegiate Spotlight

The collegiate member spotlight for this crescent is Brother Hunter Crawford. Brother Crawford will be a junior this upcoming fall and is currently studying Agricultural Business. Brother Crawford hails from Clarinda, Iowa where he actually has become a part of something unique. In high school, Hunter took classes and ended up becoming a registered EMT. For the past two and a half years Hunter has been working for Clarinda Regional Health Center and Mary Greeley Medical Center as a full EMT.

Once getting to 201 Gray Ave at Iowa State, Hunter's involvement only continued to grow. His sophomore year Hunter was elected to be Eta Chapter's VNR of planning, which he is still serving as of today. On top of that, Hunter has been heavily involved for the past 2 years when it comes to ISU homecoming. This year will be Hunter's second year on homecoming central and will serve as this year's director. This is an extremely honorable position and we all are very proud of Hunter for being able to achieve this distinct position. He will oversee around 15 committees composed of 70 students that all work together to plan and run events like Yell Like Hell, Tournaments, Community Service, Pep Rally, Lawn display, and many more.



Hunter Crawford
"2305"

As you can tell, Hunter is very involved and he credits most of that back to 201 Gray. When asked what AGR has done for him, Hunter said "AGR is the sole reason for all my involvement and success. AGR took a small town Iowa boy that was nervous about attending a large university and encouraged me to get myself out there. The leadership is second to none and has elevated me to a place I never thought I could be." All the men at AGR Eta Chapter are very proud of Brother Crawford and can't wait to see what his future has in store!



Clay Pfeifer
"2340"

ATP

Eta Chapter's Continued Efforts in the Community

It is without doubt that adversity will affect each one of us throughout our lives. From natural disasters to family hardships to a global pandemic, the men of Alpha Gamma Rho are always on the frontline doing their part to help out their fellow brothers, neighbors, and Americans. Eta chapter has been built on the principle of giving back and being there for those who are in need, and this tradition continues.

Over the course of the past year, the men of Eta chapter have answered the call to service in their communities, counties, and states. Spring of 2019 brought difficulties to countless Americans in Iowa, Nebraska, Missouri, and Kansas when severe flooding hit in mid-March. This impacted farmers and ranchers throughout the region and Eta chapter refused to sit silently. With the help of other groups and individuals, a truck bed of much needed supplies was delivered to an elementary school functioning as a relief center in Hamburg, Iowa. Now, we are faced with a different hardship as COVID-19 has affected Americans across the nation. Once again, the men of Alpha Gamma Rho have answered the alarm by gathering food and much needed personal protective equipment to be donated to local food pantries and hospitals. Eta Chapter has also created a GoFundMe in wake of recent events with the goal of fundraising \$2,500 to benefit the MercyOne Des Moines Medical Center Foundation.



However, Eta chapter does not only react to difficulties when they arise, we are giving back and improving our communities every day. Throughout the course of a semester, the men of Eta chapter are constantly engaged in philanthropy events such as fundraising for the American Cancer Society, donating blood and planning the campus wide blood drive, cleaning up our stretch of road alongside Highway 30, and several events outside of Iowa State that include volunteering at local food pantries, participating in Habitat for Humanity, donating hams in the “Hams Across America” Challenge, walking shelter animals, and many more. One of the really unique partnerships that Eta chapter currently has is with the ISU 4U Promise Program. This program consists of monthly visits to King Elementary and Moulton Elementary Schools located in inner city Des Moines, Iowa where our members interact and engage with the students about where their food comes from and the importance of agriculture.

“The world is run by those who show up.” The men of Alpha Gamma Rho continue to leave everlasting impacts on their neighbors, communities, and country. A quote that I would like to leave you with comes from Mr. Denzel Washington, “At the end of the day, it’s not about what you have done or even what you’ve accomplished... it’s about who you’ve lifted up, who you’ve made better. It’s about what you’ve given back.” As brothers, we should constantly be asking ourselves: what have you done recently to improve the lives of those around you?



Jake Sterle
VNR of Alumni Relations
“2277”



Moms Weekend 2020

On Saturday February 29th we held our annual Moms weekend with over 50 mothers and grandmothers in attendance. It was a great day to thank our mothers for everything they do. The mothers also enjoyed getting to know mothers and sons from other classes. Chef Mike Clem made his famous Caesar salad along with cheesy potatoes and pulled pork enjoyed by all. Many items were donated by mothers for the live auction. A few brothers tried their hand in auctioneering and many laughs were had by all. Each initiation class made a donation or bought a piece of artwork to donate back to the house. All of the proceeds from the auction go to the Mom's Auxiliary Fund which helps provide all the normal home furnishings one might expect. The Mom's Auxiliary fund also awards two \$1,000 scholarships every year and this year Cooper McDermott and Ross Cady were selected as recipients. They were selected based on the essays they both wrote on what AGR means to me. We are already looking forward to Moms weekend next year and thinking of ways that parents can visit more often to enjoy the house.



James Griswold
"2264"



AGR & Sigma Alpha Pairs Up to Attend National Leadership Conference - May 9, 2020

In the early morning hours on February 7th, the Eta Chapter Executive Team, Brothers Bryce Lafrenz, Dawson Brader, and Nathan Behrends, and Housemother Diane Pinneke took off to attend the annual AGR/Sigma Alpha Leadership Seminar in St. Louis. This year, we were fortunate enough to host a pre-seminar focus group feedback session a few months earlier to help organizers and facilitators put some finishing touches on the conference.

The theme for this year's seminar was "Own Your World" and focused on aligning members' leadership efforts to their own self, while discovering how to leave a meaningful impact on others. Throughout the event, AGR brothers and SA sisters were able to pool ideas and passions in large group sessions, as well as smaller groups during the day. These breakout sessions aimed to spark individual interests by allowing attendees to pick from a wide variety of topics including positional work in the chapter, learning how to own your mistakes, developing plans for the future, and many others.



During the event, brothers took advantage of several networking opportunities with other chapters around the country. This provided a chance for us to engage with others, learn some new techniques in running an efficient chapter, and build on our connections in the agricultural industry. The men of Eta Chapter soon returned home, motivated by the thoughts and ideas shared over the two-day seminar; of course after making a short stop to visit the brothers of Theta Chapter at the University of Missouri.

Cale Pellett
"2300"



Scholarship Report

Hello, my name is Benjamin McClain and I am currently serving my first semester as Eta Chapter's Vice Noble Ruler of Scholarship. This past spring, the men of Eta Chapter obtained a cumulative GPA of 3.31 which placed us 6th out of all the IFC fraternities. Our 3.31 cumulative GPA also placed us well above Iowa State University men's average of 3.02. Brothers of Eta chapter are always thankful for the resources provided by the house such as our Book Library which is sponsored by the Alumni, free tutoring supported by the Alumni, and the numerous scholarships offered each semester. The renovation, especially the board room, continues to be a great place to focus and study as well as the updated computer lab.

This past semester, we implemented a system of scholarship teams to enhance brotherhood and academic success. Brothers Griswold, Foster, Dornbier, Cady, Leist, Pellett, Hartman, Moeller, Chism, and Behrends have all led teams this semester. These ten teams were drafted by their respective leader and have been in competition this semester with the goal of obtaining the highest average GPA. The scholarship team leaders, as well as the Brothers of the winning team were rewarded for their leadership and academic success. We are excited how this active chapter and Alumni supported system of scholarship teams have taken our academic success a step further.



Ben McClain
"2307"

Brothers,

Being one of the active chapter advisors for 30+ years, I'm often asked 'you're still doing that?' The second question evolves to 'how's the house?' It's easy to say it's going well. Obviously, things change. Take music for example, when I was in school a house meeting comment might be 'whoever has my album please return it'. In later years it would be 'whoever has my CD please return it'. Now everyone has their own playlist on their phone, no need to borrow or return anything....30 years later, problem solved.

Are there still issues? Of course. The biggest elephant in the room right now is the COVID-19 situation. This leads to many questions.

- How will alumni service the mortgage on the new addition without actives living at the house?
- How do we recruit new members with no activities or being able to show the house?
- How will this change needs in the future?
- Will this have an effect on morale, actives and alums?

One thing that has always inspired me is the talent that I am able to associate with. Problems always get solved. AGR will get through this. The quality of men hasn't changed.

Fraternally,
Paul Heineman

AGP

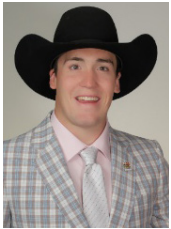
Senior Spotlight



Cully Forsyth – “2236”
Hometown: Charles City, IA
Major(s): Ag Studies with minors in Agronomy and Animal Science
Career Plan: Sales Associate for Winfield United
Favorite Memory: Spending time with the guys on Sunday’s during and after brotherhood meal



Austin Janssen – “2242”
Hometown: Clarksville, IA
Major(s): Animal Science
Career Plan: Will be attending vet school at Iowa State
Favorite Memory: BBQ Contest in 2019 and meeting all the guys from other chapters



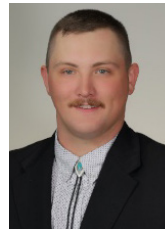
Travis McMillan – “2237”
Hometown: Aurora, IA
Majors: Ag Business and International Ag
Career Plan: He will be working for Hormel Foods as a Foodservice Sales Rep
Favorite Memory: 2019 Big 12 Basketball Tournament



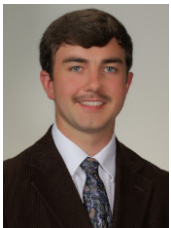
Brandon Zumbach – “2244”
Hometown: Belle Plaine, IA
Major(s): AST and I-Tech
Career Plan: Unsure
Favorite Memory: Junior year spring break



Jacob Burt – “2239”
Hometown: Marshalltown, IA
Major(s): Ag Studies
Career Plan: Field Sales Trainee for Bayer Crop Sciences
Favorite Memory: Tip-Top mornings and road tripping to bowl games, big 12 tournament, and Ponto Lake with the “Hut” guys



Jake Smith – “2245”
Hometown: Sydney, IA
Major(s): Animal Science
Career Plan: Broiler Field Technician for Smart Chicken, and expanding the family cow/calf operation
Favorite Memory: BBQ competition in Nashville, hunting and fishing trips, spring breaks, and going to another brother’s home



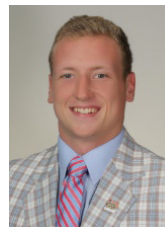
Nick Pederson – “2240”
Hometown: Underwood, IA
Major(s): Ag Studies
Career Plan: Sales Development Associate at Wells Enterprise
Favorite Memory: Tailgating with brothers



Braden Else – “2246”
Hometown: Holstein, IA
Major(s): Ag Business
Career Plan: Farm Manager/Lender at Citizens 1st National Bank
Favorite Memory: Watching ISU win the Big 12 tournament in 2019



Erik Darrington – “2241”
Hometown: Underwood, IA
Major(s): Ag Studies and International Ag
Career Plan:
Favorite Memory: Spring Break this year in Texas with the fellas



Peyton Boyle – “2247”
Hometown: Holstein, IA
Major(s): Ag Business
Career Plan: Working for Vermeer Corporation as a Product Specialist in their Utility Installation Sales Group
Favorite Memory: Long road trips and time spent with the guys at bowl games, ski trips, and long weekends on the lake

Senior Spotlight



Harvey Williams – “2249”

Hometown: Iowa Falls, IA

Major(s): Animal Science

Career Plan: Finishing Supervisor at Iowa Select Farms

Favorite Memory: All the random trips he took with all his brothers



Cooper McDermott – “2256”

Hometown: Creston, IA

Major(s): Ag Business

Career Plan: Chemical Sales Rep for Syngenta

Favorite Memory: Studying abroad in Scotland and London learning about Brexit



Mitchell Hanson – “2250”

Hometown: La Porte City

Major(s): Ag Studies

Career Plan: Herdsman for Schooley Cattle

Favorite Memory: Storming the field after beating TCU in 2017, and Sunroom shenanigans with the Sunroom Seniors



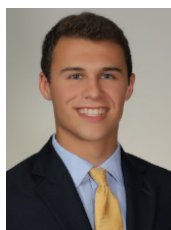
Josh Carlson – “2257”

Hometown: Gowrie, IA

Major(s): Ag Studies with minors in Agronomy and AST

Career Plan: Family Farm

Favorite Memory: Going to Colorado, Florida, and bowl games with brothers



Gavin Meyer – “2252”

Hometown: Wilton, IA

Major(s): Animal Science

Career Plan: I will be working as an Account Manager Associate for Cargill Provimi's Pork Team, and Gavin has taken over as the Iowa State Fair 4-H Meat Goat Superintendent.

Favorite Memory: When all of the snow finally melts and you get a sunny, 50° day in Ames and Greekland just comes alive. The smell of the grill, Dixieland Delight playing loud enough to hear it at MWL, and all the boys out front playing catch and basking in the Iowa glory of the first nice Spring day.



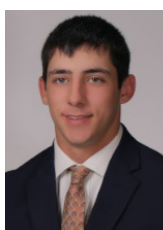
Riley Ford – “2260”

Hometown: Tipton, IA

Major(s): Ag Studies

Career Plan: Seed Technician for Bayer Crop Sciences

Favorite Memory: Opening up the Tip-Top on Saturday before home football games



Cal Doughton – “2269”

Hometown: Mt. Ayr, IA

Major(s): Ag Studies

Career Plan: CEO of circle D Ag

Favorite Memory: Creating lifelong friendships with my brothers from the house.



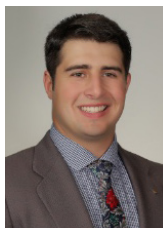
Erik Fevold – “2253”

Hometown: Ames, IA

Major(s): Agronomy

Career Plan: Chemical Field Rep for Bayer Crop Science

Favorite Memory: Ski Trips with brothers



Devan Mann – “2285”

Hometown: Marshalltown, IA

Major(s): Agronomy

Career Plan: Going back to the family farm

Favorite Memory: Late night shopping spree

ATP

Alumni Spotlight Eric Peterson “1880”

Eric was raised on his family’s farm near Fargo, North Dakota. Peterson is the oldest of three children. He has a brother - who also went through the house - and a sister. While in high school, he had experiences that sent him on the path to where he is today. One of which was when the wheat scab hit in 1995. He and his family started cleaning seeds for the neighboring farmer when he was 10 years old. He learned that no matter how hard the times, you can always turn it into an opportunity. Since then, he has witnessed his parents grow the family company into one of the largest companies in the region. From watching his parents grow the company as a young kid, he knew he wanted to do something great.

He chose Iowa State because of their well-backed, agricultural program and the opportunities it offered its students. He majored in agricultural business and minored in entrepreneurship. During his time at Iowa State, he was involved with VEISHEA as a general co-chair (2006). In that same year, the university offered VEISHEA more funding, creating a greater experience for all those that participated. Peterson’s most memorable college experience was helping form the event as a VEISHEA co-chair.

Then of course he decided to join AGR when he was offered admission to Iowa State in 2003. He knew of the house from both sides of his family, some having lived in the house. When he was initiated, he was known as the “long-haired hippie.” He didn’t think he fit in very well at first compared to the rest of his members of the house. After a period of time of living in the house, it encouraged him to learn more about what he truly wanted to do in life. From this stemmed the idea of becoming involved with VEISHEA and learning more about entrepreneurship in the classroom.

After graduating in 2007, he was hired by Summit Agricultural Group – a once small diversified grain and cattle farm that is now known nationally and globally. From his hard work at Summit, he was recognized as an individual to be named on the “40 Under 40” list of 2015. This list recognizes people who have done a lot for the agricultural industry. Peterson is now the President of Summit Agriculture Group and oversees three divisions - ag production, ag investment, and farm management. He is married to his college love, Michaela, who he met during his time serving on VEISHEA and have two kids together (a 3-year-old and a 1 year-old).

A major compliment he just received recently was the Grand Presidents Award. This award is given to outstanding fraternity alumnus, under the age of 40, who have achieved remarkable success in their career and has made a difference in the agricultural industry and to the Alpha Gamma Rho Fraternity. He was very humbled to have been nominated, but to have received it was such a great honor and incredible experience. Peterson has gone above and beyond in his career and what has done for agriculture and AGR.

His advice for collegiate AGR’s is “Life can be so much broader, once you discover one simple fact and that is everything around you that you call ‘life’ was made up by people who were no smarter than you. And you can change it, you can influence it, you can build your own things that other people can use. Once you learn that, you’ll never be the same again.” He also discussed that sometimes a networking opportunity is equivalent to maintaining good grades in the classroom.



Tyler Whited
“2298”



Eta Chapter Strategy - Alumni Engagement Committee

The Eta chapter alumni board and collegiate chapter exec teams have been working to refresh our Strategy to ensure our future preeminence. In the strategy, 9 key pillars were identified as keys to success. One key pillar in our strategy is focused on alumni relations and engagement.

To fully enable our strategy, we have implemented an alumni engagement committee to focus on the 3 strategy goals. In addition, the collegiate chapter has also created a new alumni engagement committee under the VNR of Alumni Relations to support the activities.

In order to be successful, there are 3 main goals that are detailed below. We ask that you reflect on the many benefits you have reaped since becoming a member of Alpha Gamma Rho and we challenge you to come along on this journey with us.

1) **Alumni Engagement** - Achieve **40%** annual Alumni Engagement/Attendance in at least 1 major planned event. Major Events include: Homecoming, Founders Day, Philanthropy Events

2) **Communications Engagement** - Execute an effective communication plan, aligned with the collegiate chapter, engaging **100%** of living alumni and/or spouses. Major communications: Crescent, ENewsletter, Alumni Directory, Website, Social Media

3) **Giving Engagement** - Achieve **40%** annual/ongoing alumni giving engagement focused on: Legacy Fund and Estate Planning

We recognize that you are all engaged within your communities however to ensure the success of Eta chapter moving forward, we ask for your commitment in each of the 3 areas above. We are in a unique position and want to ensure we maintain and elevate this moving forward.

On behalf of the Eta Chapter members, we want to thank you for your generosity and investment in the future of Eta Chapter.

Fraternally,

Eta Alumni Engagement Committee - Chad Dummermuth, Matt Norman, and Ryan Kruger



360 Announcement

Brothers,

One of the important lessons that business schools try to impress upon their students is something we AGRs have always inherently (if unconsciously) known, the power and importance of a strong professional network. AGR has always provided its members and alumni a connection to a large group of individuals accomplished both professionally and personally. It's in the meaning of the moto (if you can remember that).

Our network, while strong and accomplished, is not always easy to engage and often depends on those you know well personally and by proxy those that they know well. It is rare that we find an alumnus unwilling to lend a hand to a fellow brother, however, finding and contacting the right brother has often depended on a little bit of serendipitous circumstances. Counting on this type of luck has worked well enough in the past (maybe), but we can do better. Even keeping updated contact information with our pledge brothers can sometimes succumb to the realities and demands of life. Keeping contact with house mates, alumni contacts, or collegiate members is of course even more difficult.

Whether it's looking for trusted advice about a new farm implement or technology, trying to find a company contact for some insight for interviewing or company business, organizing a social gathering or reunion, or just wanting to catch-up with a missed friend, the inability to find the right brother and then contact has too often been a non-starter.

For a few decades, we printed paper-booklet directories to provide updates about the alumni to the alumni. These directories were not without their own problems, but even if they were perfectly executed and accurate the information was out-of-date in short time. It has been over 10 years since we last printed a directory. The Alumni Board discussed printing a new directory last year, but recognized there would be several issues in developing, printing, and sending. The board decided that something new needed to be done to better engage alumni and bring more opportunities from our network of brotherhood.

At Founder's Day this year that we announced our new web-based alumni directory (address below). We have partnered with 360Alumni to provide an Alumni Directory to all our alumni and collegiate members around the world. Other pages in this Crescent will describe how to access and use this directory, but it is intuitive and the 360Alumni team will provide support to our members as part of our service agreement.

While the "big" feature of this platform is ability for our Alumni to view and edit their own information and view that information of all other alumni, the site has many other useful features: the ability to create groups and events for communication and gatherings, collect donations and track fundraising campaigns, and in the future potentially post jobs or volunteer to mentor.

The site should supercharge our AGR networking capabilities. This is not intended to replace any social media platforms, and I don't expect people to be logging in everyday or even every week to check updates to the site. It will allow Alumni to contact each other individually or in groups and hopefully facilitate or re-energize communication to those who may have lost touch, to fellow opinion leaders or experts, or to fellow company or industry colleagues.

We signed a three-year agreement with 360alumni, so we consider the next three years an experiment to see if a platform like this is useful and beneficial to AGRs. At the end of the three years, we will evaluate and decide to continue this platform or something similar, or if we need to go in another direction. In the meantime, please provide feedback, comments, concerns, frustrations, or questions to The Alumni Board (you can find our contact information easily in the system).

Personally, I will consider this experiment a success if it facilitates more alumni suggesting meet-ups at events where there are likely to be several alumni present (Iowa State Fair, Farm Progress Show, Iowa Farm Power Show, Iowa State Bowl Games, Big 12 and NCAA Tournament, and many others).

The site can be accessed here:

www.isuagr.360alumni.com

Fraternally,

Brother Staley
"1861"



Legacy Fund Spotlight

Paul Kruse grew up on a grain and livestock farm in Franklin County, about four miles north of Hampton, and never thought about pledging AGR. He was active in FFA and 4-H and always planned on going to Iowa State to further his education, but was going to live in the dorms with a high school friend of his.

His older sister had four guys in her Hampton High graduating class that were in the AGR House, two guys in the House that were a year older and a number of Franklin County AGR families that were alums. Paul knew the Showalters, Browns, Lathams, Dohrmanns, Van Werts, Staleys and a quite a few others. Dan Frieberg was the Rush Chairman, that summer of 1976, and was on his way back from pledging Don Nickerson and Mell Taets up in Mitchell County. Dan and Dick Miller, an AGR active and neighbor, stopped that afternoon and before Paul knew it, he was the 1200th AGR to pledge Eta.

Paul had a fantastic four years at 201 Gray and life-time friends and connections are priceless. Some of the best memories for Paul were the Pink Rose Formals, balcony and Blue Room parties, Rook Haven, pledge skips, camping out for football games and the Farmer's Ball. He wouldn't trade those years for anything. Paul has met Iowa State alumni that are jealous of what AGR brothers have. Sometimes people take it for granted for what they have, but it is really special.

Sure, there were a few tasks that Paul and friends had to put up with, like Friday night clean-ups, pledge tests and pledge duties and etiquette lessons from Mom Streit but that made everyone who they are today. AGRs learned discipline, leadership skills, teamwork, responsibility and how to be a good Brother. Those times were also special, but just in a different way. For Paul, it wasn't always fun having to be back at the House on a Friday night at midnight for clean-up but the 4:00 a.m. breakfast at Sambo's was worth it.

Over the years Paul has been involved with the AGR Alumni Board and several of the capital campaigns so when the AGR Legacy Fund was established in 2014, Paul jumped at the opportunity to give back to AGR. You can't put a price on the friendships he has made, the never-ending connections to not only Eta Brothers but AGRs all over the country. Paul has met total strangers on flights and at conferences that somehow, AGR comes up and turns out they are either Eta alums or AGR alums from other chapters and immediately a bond is there. There's no way Paul could repay all the benefits he's been able to receive but he thinks everyone should give what they can and start early.

Paul's pledge class of 1976-77 has stayed in touch and they have a 5-year reunion of the year they were initiated. Paul can tell you exactly the day it was, February 11th 1977. They have Brothers from Texas, Florida, Minnesota, Illinois, Kansas, Colorado, and of course Iowa, that make it back to see each other. It's a great time reliving the days at 201 Gray. The AGR Alums get together, every year, the first Thursday of the Iowa State Fair and Brothers come from all over the country.

Paul's advice is to stay in touch with everyone and give back if you can. It's not always easy but well worth it.



Paul Kruse





Alpha Gamma Rho
Eta Chapter, Iowa State University
 201 Gray Avenue
 Ames, Iowa 50014

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2020 Homecoming Invitation

WHERE: 201 Gray Avenue, Ames, IA 50014
WHO: Alumni, undergraduates, and family... all are welcome!
WHAT: HC Ceremony, a delicious meal prepared by our chef, and the ISU vs Oklahoma football game!
WHEN: Saturday, October 17, 2020
TIME: TBD, Depends on time of football game

KEY UPCOMING DATES

August 13th - 23rd: Iowa State Fair

August 24th: Fall Classes Begin

September 4th: Alumni Golf Outing

September 4th: NI Steak Fry

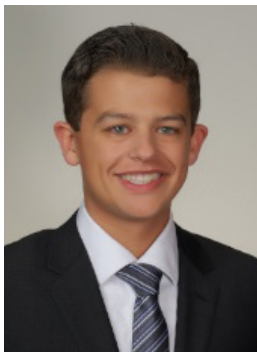
October 17th: Homecoming Celebration



Save the Date

AGR Alumni Golf Outing and New Collegiate Member Steak fry
Where: TBD but Central Iowa near Ames
When: Friday, September 4th
Why: Increase alumni and collegiate attendance, meet our newest members, drive networking, fundraiser for AGR scholarships and prepare for the ISU football kickoff game
 Thanks in advance for planning to attend this unique event.

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