

# Excelling with Honor...

Sigma Nu Beta Psi Spring 2022 Newsletter



## WHAT'S NEW WITH SNU?

### Our Fall 2021

Finally a sense of normalcy! This past fall fourteen new candidates were initiated into the brotherhood.

### Alumni Spotlight

We had a chance to catch up with recent alumnus George Passantino and his exciting work with Quokka Brew.

### Mardi Gras and Other Trips

Relive the brotherhood's trips to New Orleans and Lake Tahoe.

### Upcoming Events

Alumni Dinner: May 6, 2022

## DEAREST ALUMNI,

The active brotherhood at the Sigma Nu Beta Psi chapter here at UC Berkeley would love to update our esteemed alumni on the state of the house. Both the promising developments from Fall '21, and what lies ahead for the rest of this spring semester and beyond.

With the COVID-19 pandemic seemingly in the rearview mirror, we as a brotherhood can capitalize on our surprising achievements during those troubling times. Moreover, we gained new strength as the world returned to a sense of normalcy. As will be discussed in the remainder of this newsletter, these are thrilling times for Sigma Nu Beta Psi.

## New Candidates Initiated

This past Fall 2021, our brotherhood grew by fourteen men, one of our largest classes in years. As Spring Semester is winding down, it is clear that these new brothers want to learn more and improve the house, with leadership roles being more represented by this new class.

The transition to an all in-person semester was difficult for many reasons. In regards to the brotherhood, we shifted from an online focus for recruitment to primarily in-person.

In the following pages, find biographies and photos of two of the Fall 2021 now-initiated candidates in Beta Psi.



To keep in touch with our new candidates and all things Beta Psi, be sure to follow our Instagram, @calsigmanu.



Additionally, we have grown by five members in the Spring, bringing our total for the academic year to nineteen new candidates. With these impressive numbers, we are confident that we can sustain a brotherhood of strong numbers and high quality going into 2021-2022.

The house will certainly fill with more life as time goes on. There are net six brothers moving into the house this coming fall.



# FALL 2021 SPOTLIGHTS

ETHAN PLATT, 1708

HOMETOWN: SAN DIEGO, CALIFORNIA

EXPECTED GRADUATION: SPRING 2025

MAJOR: MECHANICAL ENGINEERING

BIO: Hi, my name is Ethan Platt, and I'm a newly initiated brother from the Fall 2021 class. I am a freshman from San Diego, and my interests include skiing, baseball, and watching sports. As a mechanical engineering major, I am intent on joining the exciting aerospace industry. Joining and being a part of Sigma Nu has been an invaluable experience. I am humbled to have joined an immensely close brotherhood along with thirteen of my now close friends. Currently, I am part of the Rush and Social team as I hope to grow more as an individual through leadership roles in the fraternity. Because of my experiences here at Beta Psi, I am thrilled to connect with Alumni who have gone through this brotherhood and house.



# FALL 2021 SPOTLIGHTS

THOMAS KUCHARCZUK, 1703

HOMETOWN: PHILADELPHIA, PENNSYLVANIA

EXPECTED GRADUATION: SPRING 2025

MAJOR: CHEMICAL ENGINEERING

BIO: My name is Tommy Kucharczuk, and I am a new brother here at Beta Psi. I am currently a freshman from Philadelphia studying Chemical Engineering, as I intend to pursue a career in engineering and business. Eventually, I hope to open my own company. In my free time, I enjoy camping, skiing, basketball, and card games. I joined this house because of the quality of the brotherhood. This Spring, I was Housing and LEAD chair as I was eager to get involved with house guidance as a new initiate. I love learning about people with unique interests, so I am excited to get to know our esteemed alumni.



# ALUMNI SPOTLIGHT: GEORGE PASSANTINO



Recently, I had the honor of speaking with Beta Psi Alumnus George Passantino about Quokka Brew, which he co-founded in 2019. This brand is the market's first "Jitterless Coffee," containing cold-brew coffee, L-Theanine, Ginseng, and Green Tea Leaf Extract.

Quokka is now a very successful brand, with clothing and new flavors currently being released. As far as why it is successful, George opined that Quokka focuses on a very unique market, the college market, which he believes is severely undermarketed. Certainly, the company has done a great job at tapping into the college market as Quokka Brew is a household name in Berkeley.

In terms of his inspiration for co-founding and working so closely with Quokka Brew, George said the idea for such a formulation came during his junior year finals at Berkeley. While studying with others, he noticed that drinking coffee gave him anxiety and a bad crash. He and a team thought they could change this standard in the energy drink market. So, they began testing different formulations at the Sigma Nu house and having brothers try out different formulas for feedback. Eventually, after many bags of coffee and criticisms, they found the ideal mix.

George described Quokka Brew to me as a "very Sigma Nu brand." Other than the fact that three other Sigma Nu alumni are essential to the reach of Quokka, George stated he learned the value of connections at the house. As an undergraduate, he would go through old composites to cold outreach to alumni. George still feels close to the house, the company was born there. His old room, Room 0, was once the company's headquarters. Whenever he drives by the house, he is fond of those early days, of building the brand, alongside his brothers who were the first customers.



# MARDI GRAS AND TAHOE

In late February, much of the brotherhood decided to take a trip to New Orleans, Louisiana, to catch the Mardi Gras celebrations.

Many attendees described it as one of their favorite experiences. Find some pictures from the trip to the right and below.



Additionally, the brotherhood went to Lake Tahoe in the fall and spring as part of the semesterly brotherhood trip. To the right is a photo of the brotherhood aside from the calming lake. It was a great way to destress from the academic rigor here at Berkeley.



A heartfelt thank you all for the support you provide to the brotherhood. In order to celebrate and connect with our Alumni further, we have also set up an Alumni Dinner on Friday, May 6<sup>th</sup>. Please check your emails for more and RSVP if you are attending ([here](#)).

The chapter is so excited for what is to come next year and beyond.

**THANK YOU!**



Kind Regards,

Ian Seklawi

ΣN Alumni Relations Chair

(310) 430-0302 | [ianseklawi@berkeley.edu](mailto:ianseklawi@berkeley.edu)