

The Experience Company
Annual Report to Stakeholders

February 2024



STRICTLY CONFIDENTIAL

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The Experience Company President & Chairman's Letter

To the alumni, parents, and active members of the Alpha Tau chapter:

It is our pleasure and distinct honor to write to you today in this latest edition of The Experience Company annual report. Before we delve into where the organization is headed as we look to the future, it seems prudent to recap where we have come from, and where we are today.

The Experience Company Overview

The Experience Company is a 501(c)3 non-profit organization which was founded nearly a decade ago in order to serve as a catalyst for growth and achievement for the Alpha Tau chapter of Beta Theta Pi at the University of Nebraska. With unprecedented vision, the late Senator Dave Karnes and former Deloitte Chairman Grant Gregory (both Alpha Tau alumni) saw an opportunity to create an accelerator which could propel Alpha Tau to the position of 'Best Fraternity in the Nation.'

Beginning with a mentorship program which paired undergraduate members of the chapter with alumni mentors, the organization has grown significantly. Today, The Experience Company operates through three primary verticals:

1) Mentorship & Personal Development

This vertical includes a mentorship program which pairs all undergraduate active members of the Alpha Tau chapter with alumni mentors. This pairing process is driven by a combination of career interest, personality, strengths, weaknesses, and personal interests. The idea is that every undergraduate member of the chapter should have an alumni mentor to support them in their journey of self-discovery and personal development. Another key element is Gallup Clifton StrengthsFinder coaching, which assists the undergraduates in better understanding their strengths and goals.

2) Internships & Professional Development

The second vertical revolves around career and professional development. The Experience Company manages an internship program which assists undergraduates in obtaining high-quality internships within their field of interest. Additionally, we help actives to find full-time employment prior to their graduation. This is all made possible by a robust and generous network of parents and alumni.

3) Scholarships, Recruitment & Marketing

The final vertical is broad and fairly all-encompassing, but is an integral part of the work that The Experience Company does today. On recruitment, The Experience Company supports the Alpha Tau chapter by mining data on high-quality high school graduates throughout the state of Nebraska. This includes honors students, merit scholars, athletes, and others who display significant potential. Additionally, The Experience Company sponsors scholarships which help to attract these candidates and finance their education.

Finally, The Experience Company produces content and digital media relating to its activities, as well as the activities of the Alpha Tau chapter. This content, along with an event management program, is crucial to supporting stakeholder engagement.

A Reflection on the Past Year

This past year we have achieved great successes focused around the priorities we established in 2023. The first area of focus has included the creation and execution of a recruiting platform which provided the Alpha Tau recruitment team with a vetted list of high-potential incoming freshmen who will be attending the University of Nebraska. These efforts yielded one of the most successful recruitment endeavors of highly sought after incoming freshmen in history. This will continue to enhance Beta's ability to recruit the most outstanding new member classes consistently over time.

The Experience Company established and awarded **EIGHT** Science, Technology, Engineering, and Math (STEM) scholarships for incoming members of Beta Theta Pi. This, along with the recruitment enhancements, will catalyze our ability to recruit and develop the highest quality students on campus and cement our standing as the top fraternity at the University of Nebraska and beyond.

A highly successful formal gathering of active chapter members and their parents coupled with The Experience Company Leadership Retreat at GlenArbor in Bedford Hills, New York with NFL Hall of Fame Coach Bill Cowher has set the stage for even more great things to come in the upcoming year.

Where We Are Headed

We believe that the future is bright for The Experience Company, the Alpha Tau chapter, and all of its constituents.

Going forward, our key priorities will include:

- Completing our active member, alumni, and parent database
- Supporting our recruiting team with even greater enhancements in order to further entrench the chapter as the top fraternity on the University of Nebraska campus
- Establish annuity funding to continue our mission with the help of our actives, alumni, and parents

The final priority is perhaps the most crucial of them all. We believe that a fraternity should not be an organization which a person joins for four years and then quickly forgets about as they move onward in life. Rather, it should be a lifelong foundation and network which supports an individual in all that they do. Likewise, there is significant opportunity and potential in connecting parents of the Alpha Tau chapter with alumni, creating opportunities to collaborate both personally and professionally.

Conclusion

To support all of the efforts highlighted in this report, it is crucial that we maintain and increase involvement from our parent and alumni base. We ask that each and every one of you reach out, jump in, and get involved. We truly believe that the more alumni and parents that become active in the chapter, the more mutual benefit will occur through connections, networking, and friendship. We very much look forward to the year ahead, and are honored to serve a chapter that we hold dearly in our hearts.

Best Regards,

Drew Spadaro

President, The Experience Company

Cole Wellman

Chairman, The Experience Company

Alpha Tau Chapter President's Letter

Alpha Tau alumni, actives, and parents, I hope this message finds you well. I write to reflect upon the year of 2023 at the Alpha Tau chapter – a year characterized by exciting growth and development.

When it comes to academics, the men of Alpha Tau continued to deliver at an exceptional level, recording the house's highest GPA average during my four years as a Beta, coming in at a 3.583. A core piece of this impressive total comes from the 2024 new member class, who had a record high 3.72 GPA fall semester. These 38 men were initiated with open arms this past January.

Campus achievement continued to be a theme for Betas as well. While I cannot possibly mention every achievement, over the year, Arden Swanson was elected and served as the Association of Mechanical Engineers (ASME) President. Kevin Muir served as the President of the Actuarial Science Club. Will Manhart was appointed as a Managing Director for the Husker Venture Fund, a student-run venture capital group, and is joined by Kyle Auman, Reis Jensen, Tyson Dettmer, and Owen Crone as members. New initiates Jude Dunwoody and Will Blatchford became members of the Wall Street Scholars club. Nolan Connor and Burke Keane both served as tri-chairs for their NHRI Projects. Will Wooden was a member of the national champion team at the Deloitte FanTAXTic Business Case Competition. Finally, I was honored as a member of the UNL Homecoming Court.

Outside of the classroom, we also made sure to engage in social and athletic affairs. Highlights included our annual Chicago formal, as well as the return of our chapter sneak to the Beta chapter at the University of Wisconsin-Madison, where brothers forged bonds with Betas from different parts of the country and watched our Cornhuskers take on the Badgers. Furthermore, special shoutouts are to in order for the intramural football team, who looked to defend their Greek A championship title, but sadly fell just short in the final, as well as the intramural freshmen 3v3 basketball team, who took home first place in the Men's A division.

Additionally, this summer, a delegation of representatives from the chapter attended the 184th annual General Convention of Beta Theta Pi. At convention, members participated in legislative hearings to determine future policy of the General Fraternity, attended leadership seminars to practice skills that they could take back to the chapter in Nebraska, and forged bonds with other Betas from across the nation, signifying the extent that our brotherhood truly holds.

Another special highlight came this summer, when W. Grant Gregory held the annual The Experience Company retreat at the GlenArbor Golf Club for members of the executive team, The Experience Company leadership team, and some prominent alumni. The weekend was filled with healthy rounds of competition on the golf course, delicious food and drink, meaningful discussion surrounding the future of The Experience Company, and the unique opportunity to hear a lecture concerning leadership from legendary former NFL head coach Bill Cowher. We cannot thank Grant enough for his continued support of the chapter, as well as his unparalleled generosity.

Lastly, I want to express my personal gratitude. I have now completed my tenure as an executive member for the chapter. Between my roles as New Member Educator and Chapter President, I have learned so much about how to be a leader and have felt myself transition from a boy into a man. I will always appreciate every ounce of support and every opportunity to grow that these experiences and people have afforded me. To all of you, thank you from the bottom of my heart.

I am excited for what this year has in store and I look forward to communicating with you all soon. Thank you once again for the continued support and as always, proud to be a Beta.

Yours in __kai__,
Grant Auman

TEC Parents Program

When working with teams and organizations across the nation, I often refer to the different hats we wear; the roles we have in both our professional and personal lives. One of those I don most proudly is mom; and some of my favorite stories come within that role.

Back in early fall 2019, we moved Shaun - our youngest - into the Beta house.

I remember thinking this was way worse than his first day of kindergarten. Watching your baby grow up is not easy, but leaving them at a fraternity house? I was more than a bit worried.

After leaving Shaun with four containers of Clorox wipes and strict instructions to call me multiple times a day, I was still worried. As I turned the corner, tears in my eyes, I fell upon the hallway bulletin board and noticed strengths charts. If you haven't yet seen them, they are a grid that names each of the actives and their top 5 talents as identified the Gallup assessment.

My work is in helping individuals and teams better understand the Gallup strengths language, and aim their talent intentionally. My work is in helping people find their purpose, as well as the research and practical application of engagement.

I asked immediately who was in charge of this effort here at the house and was introduced to Mike Wortman - chapter advisor. Parents, if you haven't yet met Mike, please make an effort to do so. He is an absolute gem of a human being, but most importantly - he helps these young men name and claim their talent. He coaches each of the freshman around their strengths, and is a vital part of the conversations about what to do with them.

What I've learned in the 20+ years I've worked in the field of mentoring, is that an outside voice is powerful. Someone other than mom, dad, or family members. An additional positive person in your son's life is one of powerful impact.

And that's what the Experience Company is all about - matching actives with Beta alums who can be that outside voice, that encouragement, connector, resource finder, good listener, affirming their talent and helping them aim it.

Mike helps keep strength-based leadership and language at the forefront - and I have witnessed the many ways the ripple effects and energy contagion of that learning have impacted the men of Beta. This group of men consistently lead with strengths like Competition, Achiever, Futuristic, Restorative, Adaptability. Executing themes, relationship building themes, strategic thinking themes, influencing themes. They work hard, think about what's ahead of them, solve problems, and adapt to change.

Shaun's Experience Company mentor BC has been a powerful voice, a voice different from mine or Shaun's dad's, one more person in Shaun's life cheering him on to what is next. I am forever grateful for those additional cheerleaders in my kids lives, and forever grateful for the incredible opportunities Beta has provided.

I spent the last twenty years of my career working for TeamMates Mentoring - the school based and strength based mentoring program started and led by Coach Osborne. As a trainer and later director of engagement, I spent most of my years designing and providing training to help mentors connect with their mentees. I learned much from Coach about leadership, I learned much from Coach about engagement, but I learned most from Coach about the impact of mentors in his own life.

The ripple effects of this connection is incredible and far reaching. When someone sees what is right about you and helps you aim it, engagement level increases. What Gallup research indicates is that energy contagion continues - people who are more engaged are more likely to be more hopeful, more successful and report having a higher level of wellbeing. I'll say that a bit more simply: a conversation about talent and intentionally applying it is highly likely to bring about a higher level of success and quality of life.

That's what mentoring does - that additional conversation, that additional person, that additional voice that helps cheer you on. My hope is that in reading this you might think more about those mentors in your own life that have helped shape where you are today - if you have the ability to do so, I hope you'll reach out and thank them for their impact. I hope you'll encourage your son to embrace the opportunity for additional mentors in his life.

I'm still collecting the stories (both as a mom and as a cheerleader for these remarkable men of Beta) and I look forward to witnessing the mentoring impact for years to come.

Allyson Horne
Proud Beta Mom

Finance Update

From a financial perspective, this year was a success. As a whole, our organization raised \$50,000 to help us work towards providing opportunities for leadership, professional experience, and personal growth to the undergraduate Betas at Nebraska. However, I cannot take the credit for this magnificent fundraising achievement, as it was primarily spearheaded by Dave Nikunen. In 2023, we unveiled new scholarship opportunities for high-achieving freshmen entering the Beta house. With our cash reserves, we awarded five scholarships in 2023, and Dave has successfully secured funding for seven scholarships, endowed for the next five years. Your generous donations allow us to continue to serve our mission and help our efforts to support the recruitment team at the Beta house.

Supplementing our success on the fundraising front, we also spent a good portion of the year ensuring that TEC was in a good position from a financial and governmental reporting perspective. When taking over the financial operations in January of 2023, Josh Mikus and I made it a priority to make sure that accounts at Ameritas and Arbor Bank were properly updated and transferred to the new Executive Team along with updating all our reporting requirements and documentation with the Nebraska Secretary of State's office.

As I look to the next year, we plan to build on our fundraising wins. Our executive team has been working on a plan for fundraising outreach efforts in 2024 and look forward to sharing our plan publicly at the next Board meeting. I'm also excited to welcome our new finance intern, Will Wooden, to the team and am excited to work with him for the next 12-18 months. My current counterpart on the undergraduate side, Josh Mikus, has been a tremendous help, and I couldn't do TEC's finance work without his help and support.

As always, we welcome any and all donations to TEC. All donations are tax deductible, and we look forward to having a successful 2024.

Yours in __kai__,

Alan Davis

Board of Trustees Secretary's Update

Upcoming board governance items for the board's consideration on February 18, 2024 include the following:

- (1) Removal of Grant Auman and Nolan Connor from the board as graduating seniors. We are thankful for Grant and Nolan serving TEC, wish them the best as they start their next pursuits, and look forward to welcoming them back as alumni members in the future.
- (2) Addition of Drew Gleason, Nathan Sly, and Joe Sutko to the board. Drew, Nathan, and Joe were recently elected as executives of Alpha Tau in the following roles (respectively): Vice President, New Member Educator, and Recruitment Chairman. Addition of these individuals will align TEC with prior years, where undergraduate representation on TEC's board has included TEC's interns along with Alpha Tau's President, Vice President, New Member Educator, Recruitment Chairman, and Scholarship Chairman.
- (3) Approval of TEC's budget for calendar year 2024. As Treasurer, Alan Davis has been at work identifying areas for improvement in TEC's financial operations. The proposed changes are discussed further in the above Finance Update and will be reflected in the proposed budget circulated with the Board ahead of the February 18, 2024 board meeting.

Sincerely,

Sam Brower

Diamond Club - Alumni & Parents Supporting The Experience Company

We greatly appreciate any and all support that is provided by alumni, active members, and parents of the Alpha Tau chapter. You all have tremendous value to add in terms of assisting in undergraduate chapter with personal, professional, and intellectual development. To get involved, please reach out to one of the The Experience Company team members at the email addresses listed below.

Alumni and parents can take a major first step in helping us to continue to improve our database by providing updated contact and personal information (including name, email, phone number, mailing address, company, and position) to: **updates@nebraskabeta.com**. This will enable us to include you on future communications (both digital and via traditional mail), as well as get you looped in and connected with all of the amazing things that are going on at the Beta house.

Finally, in an effort to encourage involvement, collaboration, and support around The Experience Company, we are introducing a new form of recognition for supporters of the organization - the **Diamond Club**. Alumni, parents, and active members who contribute \$250 or more in any calendar year will be recognized as Diamond Club members.

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A key benefit to keep in mind is that due to our status as a 501(c)3 non-profit organization is that all gifts and donations are tax deductible.

How to Give:

Contributions to The Experience Company can be made online at the link below, or via mail to:

The Experience Company

P.O. Box 22251

Lincoln, NE 68542

<https://www.nebraskabeta.com/support-tec>

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