

The Experience Company

Annual Report to Stakeholders

March 28, 2025



CONFIDENTIAL

Table of Contents

Table of Contents.....	2
President & Chairman’s Letter.....	3
Alpha Tau Chapter President’s Letter.....	6
Parent Testimonial.....	8
Undergraduate Testimonial.....	9
Quantifying the Lifetime Value of The Experience Company.....	10
Scholarship & Recruitment Update.....	11
Secretary’s Update.....	12
How to Support The Experience Company.....	13

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 edition of The Experience Company ("TEC") annual report. We know that many of you are familiar with the history of The Experience Company and its origins, but for the sake of new parents and stakeholders we will again provide an overview of the history and structure of the organization.

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 U.S. Senator Dave Karnes and former Deloitte Chairman Grant Gregory (both Alpha Tau alumni) saw an opportunity to create an accelerator which could propel the Nebraska Beta chapter 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, & Communications

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 was headlined by the formal roll-out of The Experience Company's scholarship program. Dave Nikunen spearheaded and orchestrated one of the most successful fundraising campaigns in the history of our organization. Through the work of Dave and generosity of our stakeholders, we secured a total of eight new scholarships totaling more than \$40,000 in commitments over the next five years.

These scholarships will provide a competitive advantage and unique differentiator for the Alpha Tau chapter as they recruit new classes of top talent at the University of Nebraska. Additionally, they are a way to honor members of the chapter who made significant contributions.

Another major success to highlight is that Bruce McKeag led another successful round of mentorship placements for the undergraduate chapter. In total, 37 active Betas were paired with alumni mentors in order to support their personal and professional development during their undergraduate journey. Along with others including Bill Dana, Dave Nikunen, and the TEC intern team, Bruce diligently worked to create pairings that would maximally benefit the undergraduate chapter. We thank Bruce and all involved for their dedication and work on this.

Finally, The Experience Company has continued to refine our technology database and CRM system. The undergraduate interns collaborated to improve the quality and content of our contact database, with hugely successful results. A major "thank you" to the undergraduate team for their work on this, as well as alumni Mark Antonson, who has been a constant source of guidance and support for The Experience Company and Alpha Tau chapter on technology and communications.

Where We Are Headed

We believe that the future is bright for The Experience Company, the Alpha Tau chapter, and all of its constituents. Looking ahead at this year, there are many priorities which we hope to accomplish.

For 2025, we already have a pipeline of additional scholarships to support the Alpha Tau chapter, including additional recruiting scholarships and specialized academic scholarships, such as pre-law and other concentrations. Building on the success of last year, we believe that these scholarships can continue to serve as valuable tools for the chapter.

Additionally, we want to focus on the perpetual priority of increasing engagement with Alpha Tau alumni and parents. 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. As a key part of this, we also want to prioritize returning to our roots and ensuring that we have the ability to leverage our network of alumni and parents to support a robust pipeline of internship opportunities and full-time job placements for the undergraduate chapter.

Finally, we will continue to expand, refine, and improve our established CRM database and communication systems in order to continually support the work of TEC and the overall chapter.

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 '17

President, The Experience Company

Cole Wellman '17

Chairman, The Experience Company

Alpha Tau Chapter President's Letter

To the Alpha Tau actives, alumni, and parents: I hope this message finds you well. For the men of the Alpha Tau chapter, 2024 was filled with activities and achievements both in and out of the classroom, which I am proud to share here.

Firstly, the chapter lifted its academic standard to new heights with a cumulative fall semester GPA of 3.62, the highest this mark has been across my four years as a member. This was thanks in large part to the efforts of the freshman class, who recorded an outstanding class average GPA of 3.75. We are incredibly proud of their hard work in the classroom and their seamless transition to college life. Additionally, an astonishing 37 members finished with perfect 4.0s— another record mark during my tenure as a Beta. To celebrate, this group spent an evening at Shogun restaurant in south Lincoln, where they enjoyed a made-to-order hibachi dinner on the chapter's dime.

At the individual level, Nolan Connor, Jackson Gaulke, and Owen Crone were initiated into the prestigious Black Masque chapter of Mortar Board, the University's senior honorary society recognizing excellence in scholarship, leadership, and service. Their induction continues a strong tradition of Alpha Tau brothers earning recognition for their contributions on campus. Further, senior Josh Swanson earned the University's highest academic achievement as a Chancellor's Scholar by maintaining a 4.00 GPA throughout his entire collegiate career. He joins an elite group of only 108 other students across UNL's entire 2025 graduating class and will be recognized at his commencement ceremony this May.

Alpha Tau also had a strong showing at the 2024 General Convention at Miami University in Oxford, Ohio. Mike Wortman was honored as the 2024 Edward B. Taylor Chapter Counselor of the Year, a well-deserved recognition of his longstanding commitment and service. The chapter also brought home its 18th John Reily Knox Award – the highest honor the General Fraternity awards to a chapter. With this, Alpha Tau remains the record-holder for the most Knox Awards of any chapter. This success carried into UNL's 2024 Greek Gala Awards, which recognizes noteworthy accomplishments within the fraternity and sorority community. Mike Wortman was once again recognized as the winner of the Outstanding Chapter Advisor award, and Alpha Tau secured two of the four available fraternity chapter awards, winning honors for Outstanding Member Development and Outstanding Philanthropy programs.

Of course, this report wouldn't be complete without mention of our social and athletic highlights. The chapter enjoyed an exciting lineup of social events, including a chapter sneak to Madison, Wisconsin to watch the Huskers take on the Badgers and visit fellow Beta brothers at UW. The bi-annual travel formals to Chicago and the Lake of the Ozarks were also great opportunities to relax and rejuvenate before closing out the spring and fall semesters, respectively. Finally, Alpha Tau added four intramural championships across soccer, flag football, 5v5 basketball, and 3v3 basketball, to its already prestigious intramural resumé.

To close, I want to extend my sincerest gratitude for your support during my tenure as Chapter President and New Member Educator before it. While I am of course proud of all that was accomplished during my time as head of the active chapter, I know that these achievements are much more representative of the efforts of my

brothers than they are of my leadership. I am incredibly blessed to have experienced college surrounded by such an exceptional group of men and will forever be proud to be a Beta.

Charlie Lorkovic '22

Parent Testimonial

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 StrengthsFinder charts. If you haven't yet seen them, they are a grid that names each of the actives and their top five talents as identified by the popular 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 freshmen 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 active members with Beta alumni 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.

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 impact of the mentorship program for years to come.

Allyson Horne
Proud Beta Mom

Undergraduate Testimonial

The following is a letter from Jackson Moore, who was recruited to the Beta house as the inaugural recipient of the John Dean Memorial Recruiting Scholarship in the summer of 2024:

I can confidently say that joining Beta Theta Pi has been the best decision of my collegiate experience. Coming into college, I was hesitant about fraternity life. I wasn't sure if it was the right environment for me, or if I'd find a place where I could truly belong and grow. That uncertainty quickly faded after a few meaningful conversations with upperclassmen in the chapter. They spoke not just about the social side of Beta, but about the personal and professional development they had gained through the fraternity. Their sincerity and passion were compelling, and they encouraged me to attend just one recruitment event. I haven't looked back since. The recruitment process was thoughtful and intentional, led by an outstanding team. What stood out most to me was the chapter's genuine interest in who I was and aspired to be. One lunch in particular—where recruitment team members sat down with me to explain the values and opportunities within Beta—was the turning point. They introduced me to The Experience Company, and I immediately saw the difference. TEC wasn't just another program, but a chance to form a meaningful connection with a mentor, someone carefully chosen based on shared values, strengths, and aspirations. That kind of intentional mentorship was something I hadn't seen anywhere else. It spoke volumes about the continued culture of this chapter.

Since joining Beta, I've experienced meaningful growth across every dimension of my college experience. As a student in the Raikes School of Computer Science and Management, I've always pushed myself to succeed academically and professionally. I've been honored to be recognized as both a Raikes Scholar and Honor Pledge—two distinctions that reflect the standards I strive to uphold. But Beta challenged me to go further: to step outside the classroom, take initiative, and become a leader in the broader campus community. With the chapter's support and encouragement, I've pursued opportunities in organizations like the Husker Venture Fund, NHRI, and Wall Street Scholars. These involvements have allowed me to develop new skills, gain real-world experience, and build relationships with peers who are equally driven to make an impact. What has made these experiences even more powerful is seeing the presence of Beta men not just participating in these spaces, but leading them. That consistent excellence proves the caliber of our chapter and serves as a daily reminder of the kind of man I aspire to be. The members of the Alpha Tau chapter have taken on many roles in my life over these past seven months—mentors, peers, friends, and role models, just to name a few. Their influence has helped shape my vision of what it means to lead with integrity, to serve with humility, and to grow with purpose. I am deeply grateful for the example they've set and the path they've helped me begin to forge.

Beta has given me more than a group of friends. It has given me a community of men who hold each other to a higher standard, invest in one another's success, and create an environment where growth is expected and celebrated. I came in uncertain, but today, I'm confident, grateful, and proud to be a part of this brotherhood. Joining Beta was the best decision I've made in college. The relationships and lessons I've gained will continue to shape me long after I leave campus.

Jackson Moore '25

Quantifying the Lifetime Value of The Experience Company

The Experience Company is an accelerator built to complement the engine that is the Alpha Tau chapter. Together, these two entities produce an unprecedented resource for young men at the University of Nebraska. The men that are molded by these programs have a unique ability to make a significant positive impact both in their communities and in the organizations in which they participate.

The Experience Company is a critical component in the molding of these outstanding individuals, and the value that the program creates is both tangible and quantifiable. From the results that The Experience Company has generated to date, it is fair to say that an individual graduating from the program can expect to earn approximately \$10,000 more in terms of their starting salary when they obtain full-time employment. If that \$10,000 were invested at the beginning of each year (assuming a 5% rate of return year-over-year until the individual is 65 years of age) that salary difference alone holds a future value of approximately \$1.4 million. Expanding that figure beyond the individual level, every year about thirty Alpha Taus graduate from the University of Nebraska, thus indicating that approximately \$41.2 million in future value could be generated on an annual basis.

Another key highlight in terms of how The Experience Company adds value to young men is in helping them to launch their own personal “Board of Directors” while they are undergraduates. Like Dr. Don Clifton, we believe that once such a group has been established, it drives value for the individual in perpetuity. These directors serve as lifelong mentors, advisors, and friends, opening doors to countless opportunities and other intangible benefits.

The Experience Company is in the business of creating high-caliber, high-character Men of Principle, and we are just witnessing the early stages of what this organization has the capability to achieve.

Drew Spadaro ‘17

Scholarship & Recruitment Update

Recruiting is a new mission for The Experience Company. Alpha Tau does a wonderful job of recruiting new members. TEC's mission is to support the recruiting team by creating recruiting scholarships, and helping the recruiting team by casting a wider net that might produce out-state and out-of-state recruits.

The recruiting scholarships have been highly successful. These scholarships are funded by Alpha Tau alumni, families of Alpha Tau Betas, and include:

- Mike Wortman Honorary Recruiting Scholarship
- Bruce McKeag Honorary Recruiting Scholarship
- John Dean Memorial Recruiting Scholarship
- Bill Duven Memorial Recruiting Scholarship
- Tom Beyer Memorial Recruiting Scholarship
- Jim Farhart Memorial Recruiting Scholarship
- T.J. Kinnick Memorial Recruiting Scholarship
- Jon Wendt Memorial Honor Pledge Scholarship

As discussed in this report, the John Dean Memorial Recruiting Scholarship helped the chapter to recruit Jackson Moore, a Raikes Scholar, and winner of the Jon Wendt Honor Pledge award. Jackson had a 4.00 GPA and was the top initiate (AT 2679) in this year's pledge class.

Going forward, last year's Recruitment Chairman Joe Sutko is taking over the TEC Recruitment Intern role from Will Henningsen. Thank you Will for your hard work!

If any alumni or parents would like to sponsor a scholarship around recruiting, career path / major, financial need, or other criteria, please contact me at dnikunen1@gmail.com.

Dave Nikunen '80

Secretary's Update

On February 16, 2025, the Board of Directors of The Experience Company convened to consider and approve the following governance items:

(1) Addition of Quinten Kreikmeier to the Board of Directors.

Quinten will now serve as the new Mentorship Intern for TEC, with Aiden Makovicka to transition to Internship Intern in place of graduating senior Barrett Mooney. We thank Barrett for his years of diligent service to TEC.

(2) Approval of TEC's Budget for Calendar Year 2025.

As Treasurer, Alan Davis has helped lead TEC to new levels of financial success and stability. Much credit is also owed to Dave Nikunen, who has been instrumental in securing funds for the recruiting scholarships. Please reach out to either Alan or Dave with any questions on these respective areas.

Sam Brower '15

How to Support 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 the 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.

—

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 nebraskabeta.com/support-tec, or via mail to:

The Experience Company

P.O. Box 22251

Lincoln, NE 68542