



FOCUS

TRANSFORMATIONAL **IMPACT**

Workshop anchored by Krach gift



Executive Editor

Wes Holtsclaw
EAST TENNESSEE 2012

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DID YOU KNOW

Sigma Chi Foundation plans to increase overall leadership funding by 31% to a record \$3.8 million during the 2018-19 fiscal year, and surpass \$500K in academic scholarship support for the first time in organizational history



Lead gift by Krach sparks endowment drive for workshop

Krach Transformational Leaders Workshop (KTLW) debuts in 2019

Thousands of current, future Sigs from chapters in United States and Canada to be impacted by Sigma Chi learning continuum, transformational leadership

BOWLING GREEN, Ohio — His first visit to Sigma Chi's premiere annual leadership event transformed the life of a young Keith Krach, **PURDUE 1979**, more than 40 years ago.

His most recent visit will help transform the lives of thousands of Sigma Chis for generations to come.

The 64th Grand Consul, world-renowned entrepreneur and leader made a major commitment to the Fraternity's future during the 2018 Balfour Leadership Training Workshop at Bowling Green State University by announcing an endowment-level lead gift that will perpetuate the event for decades to come.

Standing alongside his wife, and past International Sweetheart, Metta, members of their family and Fraternity and Foundation leaders, the 1979 International Balfour Award Winner, Order of Constantine, and Significant Sig formally unveiled the Krach Transformational Leaders Workshop, which will replace the previously-pioneering Balfour LTW event as the largest leadership training event in the Greek-letter fraternal world in 2019.

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Photos by Jim Cauthen

[Left] Krach delivers the keynote speech to the Sigma Chi undergraduates and alumni volunteers in attendance. [Above] Past International Sweetheart Metta Krach (left) introduces husband and 64th Grand Consul Keith Krach, **PURDUE 1979**, (right) during the 2018 Balfour Leadership Training Workshop in Bowling Green, Ohio.

event in the Greek-letter fraternal world in 2019.

"My Workshop experience sparked my passion for leadership and played a pivotal role in my Sigma Chi journey. And that journey has profoundly impacted my life—from my values, to my leadership style, to my best friends, to my companies, to my spirituality, to my Sig sons and even to my dear Sweetheart Metta," said Krach. "I feel so blessed to be able to give back to the fraternity I love so much and has given so much to me. It is a great honor to pay it forward to this generation of



Photo by Jim Cauthen

Keith Krach, **PURDUE 1979** (fourth from right), alongside members of his family, was honored by Foundation and Fraternity leadership with a resolution renaming Sigma Chi's annual Leadership Training Workshop as the Krach Transformational Leaders Workshop effective in 2019.

KRACH continued

transformational leaders who will in return mentor the next generation. That, in essence, is what Sigma Chi is all about."

Krach's gift specifically affects Workshop, but also serves as a springboard for an endowment that carries Sigma Chi's leadership vision far beyond a three-day annual event and onto campuses and communities across the United States and Canada.

"Brother Krach's gift will be the engine that enables Sigma Chi's efforts in creating a transformative leadership experience for our members," said Sigma Chi Executive Director Mike Church, **ILLINOIS 2005**. "We are blessed to have his pay-it-forward leadership making such an enormous impact on the hearts and minds of future generations of Sigma Chis and I am beyond humbled and honored to call him a brother and a friend."

Said Sigma Chi Foundation President & CEO Ashley Woods, **EAST TENNESSEE 2000**: "As a volunteer, most notably as a transformational Grand Consul, Keith has been a long-time catalyst for the leadership development of our undergraduate brothers. Keith's generosity today, and his family helps ensure the world's largest training workshop for Greek leaders will continue for generations to come."

Transformational leadership has been a recurring theme in the life of Krach, both professionally and in his life as a Sigma Chi, dating back to his first workshop experience at the University of Wyoming in 1976.

"That initial Workshop was the first time I really understood the breadth and the depth of the Sigma Chi journey and the lifelong bond of brotherhood as

exemplified by all these great Sig alumni brothers who were dedicated to passing on their wisdom and mentoring to us in Sigma Chi and in life," he said.

The leadership lessons learned and mentors gained at the three Leadership Training Workshops as a Purdue undergrad inspired decades of volunteer work within the Fraternity that culminated in his election as 64th Grand Consul in 2005.

Workshop is where Krach was initially mentored by the founder of the Leadership Training Board and Fraternity legend 52nd Grand Consul Gardner B. Allen, **EMORY 1928**. Workshop also gave Krach an opportunity to run the Magister's division alongside future Grand Consuls such as Dick Hester, **BALL STATE 1977**, Mike Greenberg, **ILLINOIS WESLEYAN 1982**, and Mike Ursillo, **BROWN 1978**. Workshop is also where he first met his wife Metta during her term as International Sweetheart.

"From my wife to my mentors, Workshop it is so near and dear to my heart," Krach said. "I look at this as a labor of love."

During his six-year term as Chairman of the Leadership Training Board, of which he was a pivotal member for 10 years, Krach, alongside past Sigma Chi Foundation President Frank Raymond, **PENN STATE 1971**, helped secure funding from the L.G. Balfour Foundation to endow Leadership Training Workshop in 1997. Under Krach's leadership, the LTB led the development and launch of Horizons Leadership Summit in Snowbird, Utah, and he endowed a session of the six-day retreat in 2002.

Upon his election as Grand Consul in 2005, Krach unveiled the 150th anniversary strategic plan that pivoted Sigma Chi's vision to become the preeminent collegiate leadership development organization.

"It was really the success of Horizons coupled with the broad impact of Workshop that inspired our strategic planning team focus almost exclusively on leadership development," Krach said.

Professionally, outside of Sigma Chi, the Fraternity's leadership lessons helped guide and mold the direction of world-renowned companies such as Ariba and DocuSign under Krach's leadership.

Conversely, the company playbook model used by Krach to build his companies, with mission, vision, long-term goals, strategy and execution, served as the framework for developing Sigma Chi's strategic plan.

"The values for all the companies I helped build were always based off the principles of Sigma Chi. I drew on the ideals of Sigma to empower high-performance teams with different temperaments, talents and convictions who weren't afraid to challenge the status quo. The innovation and results just naturally followed. I believe that the Sigma Chi formula combined with diversity-of-thought is the catalyst for genius and the secret sauce for transformational change," Krach said.

"Everybody asks me, 'Where did you learn that? How did you learn to build disruptive companies with such great values-based cultures? Did you learn it at Harvard Business School?' I always smile and proudly say, 'No, the Sigma Chi Fraternity.'"

Eleven years after his term as Grand Consul came to an end, the impact of Krach's transformational leadership and vision is felt today in Sigma Chi in its Leadership Learning Continuum, highlighted by Sigma Chi U and an array of programs whose development was eventually orchestrated from that initial strategic plan.

KRACH continued

All of which, Krach says, points back to the beginning.

"The seven founders are the real mentors and true transformational leaders who were not afraid to challenge the status quo. They kicked off a chain reaction of leadership development that has led to Workshop and Horizons and that inspired the 150th anniversary strategic plan which spawned the Journey program, the Leadership Learning Continuum and Sigma Chi U."

As for the future, Krach says. "Our only limitation is our imagination."

ABOUT KEITH KRACH

- Outgoing Chairman and past CEO, DocuSign (2009-2019); Co-founder, Chairman and CEO, Ariba (1996-2003); CEO, 3Points (2005-2011); Chairman, Angie's List (2011-2014); COO, Rasna Corporation; Co-founder, GMF Robotics; Youngest Vice President of General Motors; Harvard Business School, MBA; Purdue, BS Engineering
- Upon graduation from Purdue, Krach received the International Balfour Award, the Fraternity's highest undergraduate honor given to the graduating senior who best exemplifies the Fraternity's values through leadership, scholarship, chapter and community service
- Krach has been recognized as an Order of Constantine Sig, Significant Sig, Sigma Chi Hall of Fame and Sigma Chi Founders' Circle
- Ernst and Young named Krach National Entrepreneur of the Year in 2000 and 2015; the World Economic Forum honored him as the 2000 Technology Pioneer of the Year and both Purdue and Ohio Northern awarded him an Honorary Doctorate in Engineering in 2018 and 2015
- An avid philanthropist, Krach has also given to causes benefitting children, education, leadership, global micro finance, the arts and medicine through the Krach Family Foundation and role as Chairman of the DocuSign IMPACT Foundation
- Krach Transformational Leaders Workshop is the second major leadership initiative bearing his name. Following his term as Grand Consul, Krach was Chairman of the Board of Trustees at his alma mater Purdue University, which named its Center for Student Excellence and Leadership as the Krach Leadership Center in 2014. Additionally, the Purdue chapter house is named in honor of George Ade & Keith Krach in recognition of their dedication and service as both Sigma Chi Grand Consuls and Purdue Trustees.
- He is a celebrated lecturer who has spoken at Harvard, Stanford, Purdue, Berkeley and IMD Business School in Switzerland on entrepreneurship, innovation and leadership.
- Keith and his wife, Metta, **International Sweetheart 97-99**, are parents to five children including two Sigs, Steve, **USC 2011**, and Carter, **PURDUE 2014**
- Following his tenure as Chairman at DocuSign, Krach is launching the Virtual Mentor Network, which enables world-renowned leaders to mentor at scale. One of the modules will focus on Sigma Chi transformational leaders.

www.keithkrach.com
www.linkedin.com/in/keithkrach
www.mentorshipsigmachi.com



[Above] Keith Krach, **PURDUE 1979**, speaks during the 1979 Leadership Training Workshop as recipient of the prestigious International Balfour Award – the highest undergraduate honor in Sigma Chi; [Center] Krach served as a member of the LTW faculty for more than 20 years, including a period as the lead of the Magisters' division; [Below] As Chairman of the Leadership Training Board, Krach oversaw workshop's continued growth as well as the development of pivotal leadership initiatives such as Horizons.



INTRODUCING: DIRECTOR OF LEGACY GIVING



John A. Price

Price to head Sigma Chi legacy giving initiative

The Sigma Chi Foundation recently bolstered its team with the addition of John A. Price, **OKLAHOMA STATE 1991**, as its inaugural Director of Legacy Giving.

One of the most important facets of fundraising, planned giving provides long-term footing for organizations such as Sigma Chi via donations given over time or as part of a donor's estate.

In his new role, Price will support the Foundation's fundraising efforts by engaging alumni across the United States, connecting them to the work of the Fraternity and Foundation and securing planned gifts of all forms.

He is directly responsible for implementing the Foundation's estate planning programs and works in tandem with other development team members to identify, position and close legacy gifts that impact the future of the Fraternity.

Initiated into the Gamma Delta chapter, Price graduated from Oklahoma State in 1991 with a degree in history and later received his J.D. from the University of Tulsa. A member of the Oklahoma Bar Association, Price arrives at Sigma Chi after serving as Associate General Counsel for the Oklahoma State University Board of Regents.

Price resides in Stillwater, Oklahoma with his wife of 24 years, Suzee. They are the parents of four children, including two Gamma Delta Sigs Quentin and MacGregor.

JOHN PRICE | Q&A

Favorite memory as a Sigma Chi undergrad?

There are so many it is very hard to single out one as my favorite, but if I had to choose I would have to say Derby Days. It was always such an exciting and eventful week. I remember many of them very fondly and even had the privilege of being the emcee at some of the events. It was a very special time when the eyes of the entire campus were on Sigma Chi and all of the brothers participated and celebrated the Fraternity and its philanthropic efforts.

What has Sigma Chi meant to you throughout your life?

I have always been proud to be a Sigma Chi. From the undergraduates I have met by living and working in a college town, to alumni all across the country, I am continually convinced we are members of the greatest Greek letter organization in the world. Both of my sons are Sigs and I am grateful for the positive impact it has made in their lives. I treasure the life-long friendships I have made, respect its ideals, and I am incredibly impressed by the current trajectory reflected in the efforts of both the Fraternity and Foundation.

What drew you to this new position with Sigma Chi Foundation?

Sitting at my desk one day, I opened an email from the Foundation. When I saw the announcement and read the job description, I was immediately drawn to the position. I was

confident it was a good fit for my skills and abilities and was truly a situation where I could make a difference, give back, and positively impact my Fraternity. I sent (President and CEO Ashley Woods) an email, one thing led to another, and here we are. I could not be more excited.

What are the major benefits to planned giving?

There are obvious practical benefits to planned giving, such as the potential income tax advantages or maybe capital gains relief, depending on the donor's circumstances. More importantly, planned gifts allow the donor to give thoughtful consideration to their charitable intent and ensure the legacy they envision will be realized. Working in parallel with their other financial goals, donors can structure a gift, designate how it will be used, and memorialize their special affinity for the programs of their choosing.

What donation strategies exist within planned giving?

There are multiple strategies donors may use to their advantage, including "life income" arrangements via gift annuity or trust, which can provide an income stream for the donor's life with the remainder benefitting Sigma Chi Foundation. Brothers may also choose to make a bequest to Sigma Chi Foundation in their will. It is important to remember that a planned gift can be funded in a variety of ways including cash, marketable securities, real estate, closely held stock, retirement assets or life insurance. As

a planned giving professional, I thoroughly enjoy collaborating with donors and their professional advisors to implement the tools, timeframes and funding options that best fit their particular circumstances and satisfy the objectives they set.

Why should brothers consider giving back to Sigma Chi through a planned gift?

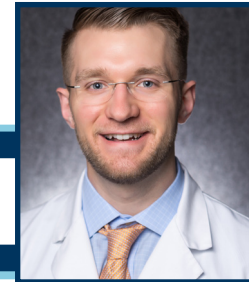
First and foremost, they should know that their gift will change lives – making a difference to both our individual brothers and the Fraternity at large. The added significance of a planned gift is that many times it is the best opportunity a brother might have to make a gift benefitting Sigma Chi. Also, through the implementation of a few simple strategies they may be able to make a much larger gift than they originally believed possible.

How important are planned gifts to the future of Sigma Chi?

Planned gifts are not only important – they are critical. Sigma Chi's vision is to be the preeminent leadership and character development brotherhood benefitting our members throughout life. To be successful in this pursuit, we must expand our leadership and educational programs and planned gifts are essential to reaching the necessary funding milestones. The generosity of our donors via planned gifts will ensure Sigma Chi continues to make a positive impact on our undergraduates as well as secure the future of our brotherhood.



"This scholarship helped me pay for some of the many expenses of medical school such as board examinations and residency application fees. I am very grateful for the generosity of the Sigma Chi Foundation and their willingness to help me through my medical journey. I will definitely be returning the favor in the near future."



DEVIN LESLIE, OKLAHOMA STATE UNIVERSITY
DR. PAUL NEMIROFF MEDICAL SCHOLARS AWARD RECIPIENT

MAKE YOUR MARK ON SIGMA CHI'S FUTURE

Whether it's world-class leadership programming, including the groundbreaking Sigma Chi U platform, academic scholarships or operational support, gifts to the Sigma Chi Foundation impact each aspect of the Sigma Chi mission.

On average, the Sigma Chi Foundation generates more revenue, provides more program support and directs more of it to leadership and scholarships than any other Greek fraternity or sorority Foundation, but there is much more to be done.

ANNUAL FUND

Increases in funding, along with the addition of Sigma Chi's more recent leadership training modules such as the eight-week Preparation for Brotherhood online pledge education program through Sigma Chi U, serve as evidence of the work sponsored through annual fund donations.

The Annual Fund supports every facet within Sigma Chi from programming and scholarships to operations and headquarters/historical facility maintenance.

PLANNED GIVING

One of the most enduring ways a brother or friend can demonstrate support for the Fraternity is by making a planned gift in support of Sigma Chi.

Planned gifts provide direct financial support to the Foundation upon a donor's passing, funding important initiatives and allowing a donor to leave a lasting impact. Planned gifts may also provide a meaningful tax benefit during a donor's life and to his estate.

DONOR-SCHOLAR INITIATIVE

The Sigma Chi Foundation's Donor-Scholar Initiative provides a naming opportunity to interested alumni

who wish to directly support the Foundation's expanding scholarship program.

Donors contributing to this effort at an endowment level (a one-time gift of \$25,000) will have an annual academic scholarship named for themselves, or an honoree, for a minimum of 30 years.

HISTORICAL SPONSORSHIP

Founded in 2005, the Sigma Chi Historical Initiative oversees the care and preservation of the Fraternity's historical collection including the new *Chuck and Kim Watson Museum of Sigma Chi*, and the monuments and memorials of our Fraternity.

Opportunities include exhibits and artifacts within the Watson Museum, Founders' displays within J. Dwight Peterson International Fraternity Headquarters, archival preservation efforts and displays at the newly renovated Sigma Chi Founding Site in Oxford, Ohio.

SIGMA CHI RECOGNIZED AS APPROVED CFC CHARITY

The Combined Federal Campaign (CFC), the world's largest and most successful annual workplace charity campaign, has recognized the Sigma Chi Foundation as an official CFC approved charity (CFC ID 60773).

Raising millions of dollars each year, the CFC utilizes pledges made by Federal civilian, postal and military donors during the campaign season each Autumn to support eligible nonprofit organizations that provide human health and welfare benefits throughout the world.

"Those of us who have the privilege of serving as Federal employees or retirees recognize that we work daily to make a difference in the lives of our fellow citizens through our public service," said Significant Sig John Pasquantino, **NEVADA-LAS VEGAS 1984**, Deputy Associate Director of the White House Office of Management and Budget. "This fall, we have a unique



opportunity to further extend that service by supporting the Sigma Chi Foundation through the Combined Federal Campaign (CFC).

"Through our Federal employment, we know first-hand the importance of good character in public service and the enhancement of the civic sphere of our Nation. In your support of the Sigma Chi Foundation through participation in the CFC, you will help our

undergraduate brothers grow towards their highest potential through programs that foster leadership, build character and promote positive relationship skills."

The CFC is the only authorized charitable giving opportunity recognized in the Federal workplace. Federal employees are encouraged to give charitably through this campaign via a payment plan including automatic payroll deductions.

Added Pasquantino: "Through your service as a Federal employee or retiree, you have responded to the call of your Nation. I urge you to extend your commitment to public service by joining me in support of the Sigma Chi Foundation. You'll not only help cultivate effective leaderships, but you can also enjoy tax benefits through the ease and simplicity of regular payroll deductions. Build on your Sigma Chi legacy."

the social feed

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e-mail: foundation@sigmachi.org
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Loren Butler, IDAHO 1963
Order of Constantine Sig

“What we have once enjoyed, we can never lose; all that we love deeply becomes a part of us.”
— Helen Keller

“This quote is one I use often during Sigma Chi Ritual. The Ritual has become a part of me. I believe this is true for most Sigma Chis. ... Sigma Chi volunteers and donors are often asked, ‘Why are you still involved in Sigma Chi? Isn’t it just a college frat thing?’

“The response I give and what I hear other Sigma Chis give is, ‘Once you become involved, what you receive back is many times more than what you give. Because I keep getting further in debt, I keep giving.

“Maybe this gift will reduce my debt?”

Leave a Legacy!

*One of the most enduring ways a brother or friend can demonstrate their support for Sigma Chi is by making a **planned gift**. Planned gifts through the Sigma Chi Foundation provide direct financial support to the Fraternity upon a donor’s passing, funding important leadership learning and academic scholarship initiatives and allowing a donor to leave a lasting impact on Sigma Chi.*

THE FOLLOWING BROTHERS MADE A PLANNED GIFT TO SIGMA CHI DURING THE 2017-18 FISCAL YEAR

David Ashinoff, WILLIAM & MARY 2003
Daniel Benoit, DRAKE 1986
Loren Butler, IDAHO 1963
Craig Brewerton, UTAH STATE 1967
Randall Coppersmith, SOUTH FLORIDA 1979
Kurt Feight, CENTRAL MICHIGAN 1982
Kent Johnson, IOWA STATE 1978
Robert Craig Joyner, OKLAHOMA STATE 1973
Jeffrey Muir, GEORGIA 1971
John Pasquantino, NEVADA-LAS VEGAS 1984
Jeffrey Rothenberg, AMERICAN 2004
Christopher Walters, ROANOKE 2000
Pedro Wasmer, MARYLAND 1962
Johnny Woolman, OKLAHOMA 1971

SIGMA CHI FOUNDATION
VALUES-BASED LEADERSHIP + EDUCATION & SCHOLARSHIP

For more information on Planned Giving, or to inquire about making a planned gift, contact Sigma Chi Foundation Director of Legacy Giving John Price at john.price@sigmachicago.org