

Digging For The Truth On The History Channel

CORNELL BROTHER JOSH BERNSTEIN CROSSES THE GLOBE ON ARCHAEOLOGICAL ADVENTURES

Josh Bernstein (*Cornell, Beta Theta '90*) is making archaeology and anthropology fun and exciting for today's audiences. In "Digging For The Truth", a new high definition adventure-archeology series on The History Channel, he appears as host, narrator, and Indiana Jones-style adventurer.

"Digging For The Truth" has taken Bernstein through Cairo, Pompeii, the Middle East, Ethiopia, the Alps, and South America in search of the secrets of the Pyramids (both Egyptian and Mayan), the Ark of the Covenant, Oetzi the Ice Man, the Lost Tribe of Israel and the Nasca Lines; and these only represent a fraction of his travels.

Bernstein's style is both friendly and insightful as he takes his viewers along while he tunnels through a Nasca aqueduct or samples the local fare in Naples: "Of all the places I travel for the series, Naples gets the 'Best Food' award. The fresh mozzarella, the pizza, the espresso... Ah, Italy. I could live here very happily. But then there's Vesuvius, quietly sitting on the horizon. Not sure I want my family, friends and loved ones that close to something so volatile and deadly."

It's easy to imagine Bernstein as an undergraduate in the Fraternity – as he discovers a previously unseen terraform on the Nasca plains, he's genuinely excited and happy.

Asked about his years as an undergrad, Bernstein recalls, "My time at Cornell was amazing. Of all the Ivy League schools, I felt Cornell had the most to offer in terms of a social life, and I took advantage of it. While I won't go so far as to say I partied my way through college, I did what I could to have fun. During my freshman year, I joined a disc jockey company. There were just three of us who ran it, and we'd do private parties for sororities and fraternities.



Josh Bernstein rides Habibi the camel across the Giza Plateau on his way to the Great Pyramids.

It was a great social outlet and a fun way to make a few bucks, meet people, and dance."

How did he come to join Pi Kappa Alpha?

"My resident advisor was a Pike, and during rush we started talking about Greek life. On a campus with 42 Fraternities and 15 sororities, the Greek system at Cornell offered an instant social culture, and Pike was one of the largest and strongest houses on campus – we had over 100 brothers. So I rushed a few of the houses, but Pike was my first choice. When they gave me a bid, I stopped rushing everywhere else and accepted. I just knew it was the best fit."

"Pike offered me a tremendous opportunity for personal growth and leadership development. I was a two-term chapter president, which taught me a lot about working within a diverse group of peers. I was also the executive vice president of the Interfraternity Council and the president of the Order of Omega

Greek honor society. Throughout my four years I had many, many opportunities to work with people, to manage and direct, and to lead. Pike's Leadership Academy was great – I truly felt that the Fraternity was investing in my ability to be a better person and leader. Pike's National President at the time was Dr. Jerry Askew (*North Carolina, Tau '73*), and

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Watch "Digging For The Truth" on The History Channel. Check your local guide for listings.

Find out more about "Digging For The Truth" at www.historychannel.com.

Learn more about the Boulder Outdoor Survival School at www.boss-inc.com.



Left: On Digging for the Truth: Hunt for the Lost Ark, host Joel Bernstein watches the sunrise from Mt. Sinai, Egypt.

Josh Bernstein
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he and I became good friends during my undergraduate years. As a result, when I graduated from college, I was way ahead of my classmates when it came to executive leadership and team management. I knew my strengths and weaknesses and felt able to contribute in any business environment."

Bernstein graduated from Cornell with a B.A. in anthropology and psychology, uniquely suiting him for the job he does today.

"I started with anthropology – it fascinated me. Learning about social structures and traditional cultures was great, but it didn't completely fill my schedule or satisfy my interests," he recalls. "So I doubled up and added psychology when I was a sophomore. I thought it was the perfect mix: anthropology studied cultures, psychology studied individuals. For someone like me who enjoys people and places, it was a great way to study and learn about humanity. I minored in Native American and Near Eastern studies, which also seem to play a part in what I'm doing these days."

Also qualifying him for the job of hard-riding, high-rappelling, treasure-hunting adventurer is his involvement with the Boulder Outdoor Survival School.

"BOSS is the oldest and largest wilderness survival school in the world – this is our 37th year in

business," says Bernstein. "I came to BOSS as a student 17 years ago and then worked my way up to apprentice, instructor and then marketing director after college. In 1997, I took over as CEO and since then have helped introduce BOSS to more people, teaching them about our philosophies and skills."

Born and raised in New York City, Bernstein understands what the modern world has to offer and how technology and comfort play a critical role in our society. Yet he also knows from his years traveling the world, exploring traditional cultures, and working at BOSS, that wilderness survival skills and Earth-conscious values must be honored. "I appreciate technology as much as the next guy, but knowing how to make do without it is critical," he says.

"BOSS teaches people how to do more with less, how to utilize the resources around them to create solutions – whether it's in the wilderness or the workplace. One of the reasons so many of my instructors have been with BOSS so long is that it's very satisfying to teach people new skills and how they can benefit from taking 'time off' from the hectic modern world around us. It's a unique and very special program, and I'm honored to be the owner. If I weren't traveling so much, I'd be leading courses with the rest of my staff."

Bernstein spends much

of his time sharing his perspectives with BOSS clients, the general public, and members of the media. In addition to a growing list of private speaking engagements, he has appeared on *NBC News*, *ABC News*, *CBS News*, *National Geographic Television*, and the *Today* show. These appearances played a part in his becoming the host for *Digging For The Truth*.

"Through BOSS, I had done a significant amount of on-camera survival consulting. When word got to me that The History Channel was looking for an adventurous, athletic, world-traveling host with a background in archaeology, I contacted them and asked if we could meet. According to the executive producer, she knew the second I walked into her office that I was the perfect host for the series. I guess I was in the right place at the right time," Bernstein says.

What has been his most exciting experience with the series?

"There have been many, many experiences that were exciting, both on camera and off. But I think the *most* exciting was the snowstorm in the Alps," he recalls. "We were hiking across a glacier, 10,000 feet above sea level, in the Alps between Italy and Austria. Our goal was to get to an archaeological site where a 5,300 year old mummy was found (nicknamed Oetzi the Iceman). Unfortunately, a storm blew in and within minutes we were in a really bad place – water bottles empty or frozen, no food, no real warm clothing, and the possibility of a *very* cold night at altitude ahead of us. It was truly grim,



In the Austrian Alps, Bernstein builds a Quinzhee (snow shelter).

and I've seen grim before. We packed up the cameras and rappelled like madmen down a cliff face, throwing our gear down ahead of us and hoping to get to the bottom in time to catch a rescue helicopter. Three flights later, we were all safely off the mountain before the storm hit. But honestly, another 10 minutes more and that chopper wouldn't have been able to get us. You can see what we were able to film in the episode of Digging For the Truth called "The Iceman Cometh".

A professional photographer, Bernstein's images are most commonly seen in BOSS marketing materials, but his published credits also include *USA Today*, *Sports Illustrated*, *Forbes*, *Men's Health*, *Self*, *Marie Claire*, *Men's Fitness*, *Blue*, *Outside*, and *Backpacker* magazines, as well as several private showings in galleries from California to New York.

In addition to photography and BOSS, his interests include scuba diving, working out and adventure travel. He spent one of the most satisfying years of his life in Jerusalem studying Kabbalah and ancient Jewish texts.

Bernstein's time, when he's not on an adventure, is split between his homes in Utah, Colorado and New York. Unfortunately, his work schedule precludes frequent contact with his chapter brothers, however, Bernstein notes, "We trade emails and a few of us get together for drinks or dinner every now and then. But I've lived in the Rocky Mountains for nine years and now I'm out of the country filming for eight months of the year, so I can't say I'm all that accessible. They do watch the show, though, and are more than happy to make fun of me as much as possible."

And what does the future hold for Josh Bernstein? "Well, thanks to the strong support of Digging For The Truth viewers, I'm hitting the road again for a second tour of duty - we're doing season two! So that means eight more months of non-stop travel in search of even more archeological mysteries. Thankfully, my staff at BOSS are still supportive and proud of what the show delivers, so they'll run the field school in Utah while I hike, dive, climb, fly, and rappel my way across the globe. For those Pikes who like adventure and want to come along, I suggest you tune in one night and join me!"

ALABAMA
Gamma Alpha

Tim Ferguson '82 is a lieutenant colonel in the Army Reserve currently serving his tour at the United States European Command in Stuttgart, Germany. He may be reached at pikalhpa@aol.com.

William Grooms '88 has obtained the designation of certified financial planner. He is the assistant vice president and senior financial advisor with The Dominant Wealth Management Services Provider in Birmingham.

Josh Stewart '97 is working with Carlson & Meissner, primarily involved with litigation concerning worker's compensation coverage. He resides in Palm Harbor, Florida, and may be reached at jahstewart5@aol.com.

ALBERTA
Lambda Epsilon

Tim Russell '00 was selected for Canada's federal police force, the Royal Canadian Mounted Police, after six months of training in Regina, Saskatchewan. He holds the rank of constable and is stationed in Terrace, British Columbia.



APPALACHIAN STATE
Iota Psi

David Hall '98 is a financial advisor with the Global Private Client Group of Merrill Lynch in the Southpark area of Charlotte, North Carolina. He assists clients in determining their long-term financial goals and implementation of financial planning strategies. He offers clients a comprehensive range of services including retirement planning, credit and lending, estate planning services, business financial services, banking services and a full complement of wealth preservation and transfer services.

Tony Holland '98 is a district manager with ADP (Automatic Data Processing) in Charlotte, North Carolina. He may be reached at tony_holland76@hotmail.com.

ARIZONA
Gamma Delta

John Clark '00 and Lisa Schnepf were married on April 9, 2005. Pike brother Graig Wells '00 served as a groomsman. Other Pikes in attendance included Paul Andruszkewicz '00, Mani Etemadieh '00, Mike Hardenbrook '99, Micah Kinsler '00, Jason Knapp '00, Alex Maurer '00, Sheyne Schubert '02, and Spencer Waldman '02.

ARIZONA STATE
Delta Tau

Joseph DeForest '96 and his wife, Carrie, welcomed their daughter, Brielle LeeAnn, on February 21, 2005. DeForest works in the sales field for Yorke Printe Shoppe in Lombard, Illinois, and may be reached at joz85@aol.com.

ARKANSAS
Alpha Zeta

Heath Ward '86 and his wife, Lisa, announce the birth of their son, Austin Allen, on March 11, 2005. The family lives near War Eagle Mill where he is the operations manager for Cargill Incorporated at their Springdale, Arkansas complex. Ward serves as chapter advisor to Alpha Zeta, and is a member of the Fraternity's Oak Trust. He may be reached at wardheath@hotmail.com.

ARKANSAS-LITTLE ROCK
Zeta Eta

David Miller '83 is a senior IT analyst for Caterpillar, Inc. in Peoria, Illinois, where he is responsible for the deployment of over 500 new output management devices throughout the Caterpillar enterprise. Miller has two sons, Sam and Jackson.

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Iota Pi Chapter (UCLA)
6th Annual Alumni
Dodger Game Outing
Saturday, July 30th, 2005

Please join us on Saturday, July 30th, 2005 for the **6th Annual UCLA Pi Kappa Alpha Alumni Dodger game!** The Dodgers will be hosting the St. Louis Cardinal at Dodger Stadium with a game time of 1:05 p.m. This group event is open to everyone, including all PIKE actives, alumni, family, and friends. The day's festivities will include attending the game as a group and gathering before or after the game for food and drinks at a location to be determined closer to the game date. This event has become an annual summertime tradition and is a great way to get reacquainted and catch up with friends both old and new. Tickets to the game will be between \$12-\$20 each. For more information or to RSVP for this event, please contact Matt MacFarland '95 on or before Saturday, July 2, 2005 at mmacfarl@gmail.com.

