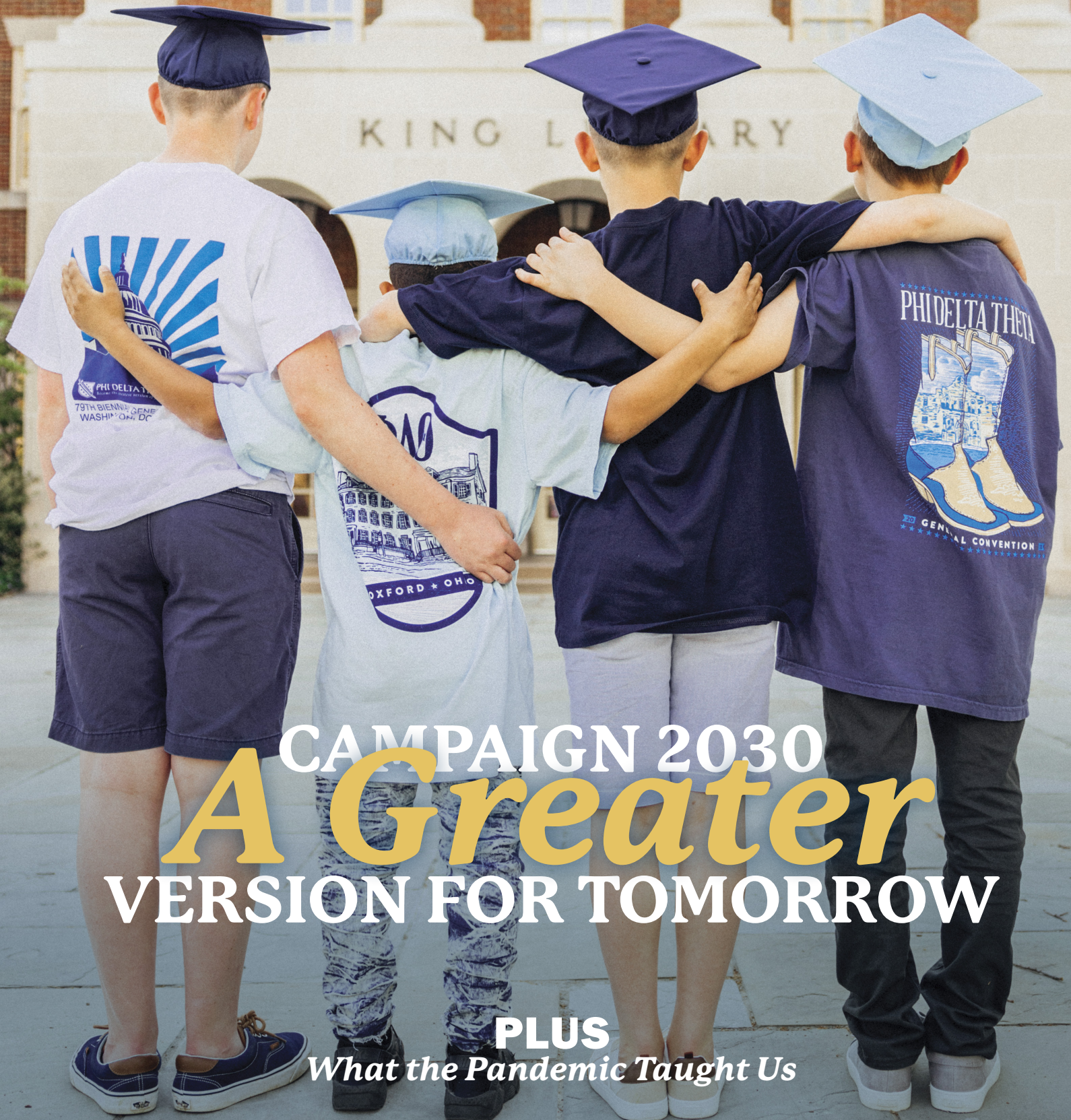


SCROLL

The Scroll of Phi Delta Theta

SUMMER 2021
VOLUME 144, NUMBER 2
PHIDELTATHETA.ORG



CAMPAIGN 2030 *A Greater* VERSION FOR TOMORROW

PLUS
What the Pandemic Taught Us

How Phi Delta Theta Supports Its Chapters



As we enter the post-pandemic environment, the promotion of the Fraternity's Cardinal Principles alongside the encouragement to **Become the Greatest Version of Yourself** remains as important as ever. While Phi Delta Theta prepares for the 2021–22 academic year, it works to adapt its value proposition and supports its chapters and members. The lessons learned from the 2020–21 academic year have clarified our members desire and need to thrive on their campus.

And a few ways you can help



REFER A FUTURE PHI

Membership is the lifeblood of Phi Delta Theta Fraternity. Your referral of a potential new member is highly valued to our chapters as they search for their newest members.

phideltatheta.org/join/refer-someone



SPONSOR A NEW MEMBER

Reducing financial barriers to membership can provide great impact for many. Consider sponsoring a new member from a chapter of your choice by covering his new member or initiation dues.

phideltatheta.org/support-a-chapter



VOLUNTEER

A strong volunteer support structure is a common thread at Phi Delta Theta's top performing chapters. Consider sharing your time and expertise by giving back to a chapter by volunteering.

phideltatheta.org/get-involved/volunteer



34 Lead Boldly
KENNETH M. JASTROW II
Campaign 2030: A Greater Version for Tomorrow is the Phi Delta Theta Foundation's bold new campaign

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ON THE COVER

Future generation of Phis.
 Photo by Life N Lite.



At the Cincinnati Reds Lou Gehrig Day celebration game, General Council President and LiveLikeLou Foundation Trustee Dr. Chris W. Brussalis (back, second from right) and Phi Delta Theta Fraternity CEO Sean Wagner (back, right) joined Ashley Davis and Amy Morgan of the Permobil Foundation to surprise Adam Wilson (seated front, right) with a brand-new, Reds-themed Permobil wheelchair. Adam, a lifelong Reds fan and Cincinnati resident, was a main driver behind Major League Baseball's adoption of Lou Gehrig Day.

44 What the Pandemic Taught Us

The lessons learned through the ups and downs of the pandemic will help position Phi Delta Theta for the future.

57 Lou Gehrig Gets His Day

STEVE GOOD

In early March, Major League Baseball announced that it would celebrate Lou Gehrig Day annually on June 2.

President's Letter

As *this is my* final letter as the president of this great leadership society, I want to thank every one of you for trusting me to serve over the past eleven years as a member of the General Council and the past three years as your president. It is an honor representing our 150,000 living members, traveling throughout the United States and Canada to meet you and see firsthand the incredible impact our undergraduates have on their campuses and communities. The influence that Phi has on our world continually inspires me.

We should all be proud that our members, both young and old, are fulfilling our mission through service and to benefit of others. We are living our values of Friendship, Sound Learning, and Rectitude. Society profits through the collective impact of our chapters, volunteers, donors, and alumni clubs.

In 2010, we launched our first-ever, long-term strategic plan, *Phi Delt 2020*, and established a bold dream to become the premier fraternal leadership society in North America. The strategy set aggressive goals around growth, leadership education, support services, communication and branding, capacity, and fundraising. Inspired by this idea and these priorities, we acted. Our members, families, friends, and partners rallied around our noble vision and the commitment to developing leaders driven by our values.

Over the past eleven years, we grew substantially while improving the quality of our membership at a rate never before seen in the modern fraternity movement. We developed world-class leadership education assets. We assessed and improved the programs and services offered to our undergraduate and alumni members. We developed a value proposition and brand that resonated with our members, prospective members, alumni, friends,

and partners. We built state-of-the-art systems and infrastructure to serve our constituents better. We garnered investments in our Fraternity at a magnitude previously unheard of before in the Greek world.

Today, we have the most chapters and members in our 173-year history. We have seen a 55 percent increase in membership since the launch of *Phi Delt 2020* and have engaged more alumni to work with our undergraduates than ever. The quality of our membership continues to exceed expectations. Phi Delta Theta's average chapter size is the largest of all fraternities, placing us number one in market share on the campuses where we plant our banner. We have a very compelling value proposition that attracts quality and dynamic undergraduate members.

Alumni and friends took note of our actions, our tenacity, and our resilience. They saw that we 'walked the talk' around our values, and they invested in our Fraternity. Since launching *Phi Delt 2020*, we surpassed our \$20 million target, raising over \$26 million. Fundraising on this scale is unheard of in our industry. Our ranking of fraternity foundations moved from fourteenth to second over these eleven years.

This substantial-quality growth coupled with alumni investment provided us with the resources to attract and retain the best staff in the business and develop first-rate programs and services. Our talented and committed management and staff provide us with the means and the platform to continue to become the greatest version of ourselves and our great leadership society.

We also invested in our facilities by creating Pallas Athena Holdings to work with the Palmer Foundation to preserve, improve, and grow housing options for our undergraduate members. We are committed to assisting our local house corporations in providing members with safe, affordable, and attractive housing options to meet their needs on their campuses.



One of the things that I am most proud of is that we are not only developing men, young and old, to serve others, but we are teaching them to be philanthropists. In its first three years, our partnership with the LiveLikeLou Foundation directly impacted lives and accelerated research to find a treatment and cure for ALS. We adopted and served more than 150 heroic ALS families, became big brothers to hundreds of children at summer camps with our partner Hope Loves Company, and funded college scholarships for students of ALS families. Our strategic efforts are moving the needle on ALS research by funding collaborative research and investing in emerging ALS researchers.

There are more than 5,400 colleges and universities in North America; we currently have chapters on nearly 200. Our next strategic plan, *Phi Delt 2030*, projects continued double-digit growth in membership and escalation of quality and market share dominance, and that 250+ campuses across North America will fly the Phi Delt flag. Our alumni and friends continue to step up and invest in our noble vision through their talent and \$50 million in treasure. Phi Delta Theta continues to be blessed and helps others and society.

I am so proud to be a Phi! I am in awe of how we have banded together during a global pandemic to dig deep and grow stronger. We stepped up as our brothers' keeper. We grew.

SCROLL

The Scroll of Phi Delta Theta

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President's Letter



We improved. We gave back and helped others. You were leaders on your campuses and leaders in your communities. You modeled the way for others to emulate and to make the world a better place. I will be forever grateful for your trust and this opportunity to lead Phi Delta Theta.

May God continue to bless the Fraternity and the two great countries of the United States and Canada that offer us the freedom to work together as brothers to enjoy life and to enrich the lives of others.

Yours in the Bond,

Dr. Chris W. Brussalis, *Allegheny '87*
General Council President 2018–21

PROUD TO BE A PHI

Staying connected through all forms of communication. Let's talk!

A Phi Forever

Reflecting on a life-long commitment to the Fraternity

BY PETER B. WHITE, GETTYSBURG '59

In 2016, as I was driving to my alma mater, Gettysburg College, for homecoming, I reflected on my memorable experience in the Phi Delta Theta Fraternity and my first homecoming experience as a Phikeia at the Pennsylvania Theta Chapter at Pennsylvania State University in 1953.

I fondly recall my fellow Phikeias and the camaraderie we shared. I vividly remember my first homecoming when the brothers called the new members together for a meeting to emphasize the significance of homecoming, including the need to spruce up the fraternity (inside and out), preparing to welcome returning alumni by wearing a tie and coat and meeting and greeting them through the day.

I remember how happy alumni were to see each other and us and share their favorite memories of their time at school. After the football game, they returned to the house to attend a candlelit Silver Legionnaire (twenty-five years) ceremony and dinner.

One of the recipients was Howard L. "Pete" Stuart, *Penn State '20*, who lived in State College at the time, and who a few years later went on to become president of the General Council of Phi Delta Theta.

During the impressive ceremony, it occurred to me that going through recruitment (and hopefully being initiated into the Fraternity) was more than just a college interlude. These alumni demonstrated their life-long commitment to their fraternity. Being an eighteen-year-old witness to that ceremony made an indelible impression on me that

I respectfully refer to as my earliest "A Phi Forever" moment sixty-five years later.

Shortly after that, a trip to the hospital for surgery interrupted my college education and fraternity association. Upon recovery, the US Army drafted me to serve during the Korean War.

Upon my discharge, I transferred to Gettysburg College and immediately accepted an invitation to join the Pennsylvania Beta Chapter.

During my time there, my brothers elected me to represent our chapter at the Fraternity's General Convention, where I reunited with my friend and Brother Pete Stuart. Upon my return to campus, the chapter elected me to serve as president.

Above all, my fraternity experience introduced me to the need to make a difference for others in the community, such as visiting and sharing Christmas gifts with the children at a nearby orphanage.

Following graduation, focusing on starting a new job, getting married, and raising a family limited my fraternity activities.

However, in the 1960s, I served on the alumni board and, more recently, have served as a mentor on the chapter advisory board.

My Phi Forever experience came full circle a few years ago. From that long ago Silver Legion ceremony at Penn State in 1953 to the night when the brothers of Pennsylvania Beta and chapter advisory board chairman presented me with the Golden Legion pin, celebrating fifty years of membership.

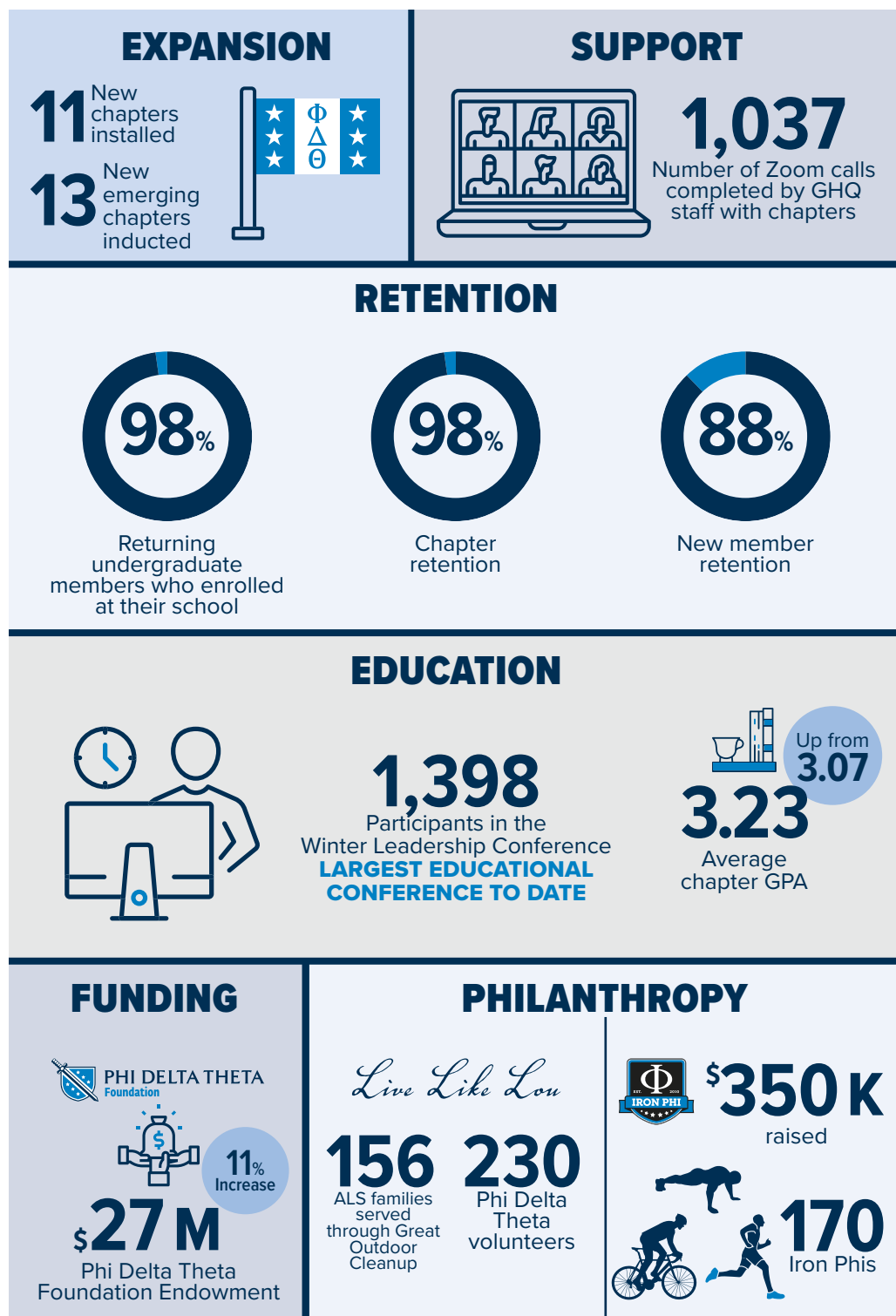


“Above all, my fraternity experience introduced me to the need to make a difference for others in the community.”

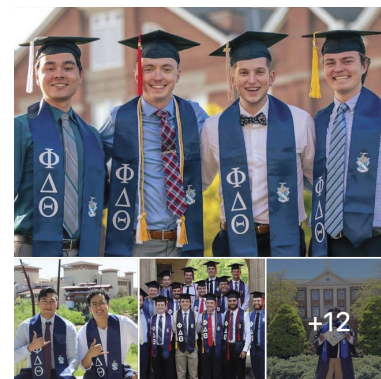
The event was made even more special by the presence of my wife, June, and our granddaughter, Kirsten, who was a current Gettysburg student, class of 2013.



Over the years, I have shared my A Phi Forever moment with several Phikeia classes and various brothers. Some suggested that I put my experience in writing in the hope that it may serve to shine a new perspective on joining Phi Delta Theta Fraternity. 📖

Highlighting Success During a Year of COVID



Social



932   @PhiDeltaTheta
So very proud of our graduating seniors. 🎓 ✂️

EVENTS OF INTEREST

SUMMER LEADERSHIP SERIES

August 9–12, 2021
Virtual conference through PDT U

SHAFFER HONORS COLLEGE OF LEADERSHIP

August 16–19, 2021
Virtual conference through PDT U

GENERAL COUNCIL MEETING

September 8–12, 2021
South Carolina

100TH ANNIVERSARY CELEBRATION

Missouri Alpha Chapter (Missouri)
Fall 2021

100TH ANNIVERSARY CELEBRATION

Montana Alpha Chapter (Montana)
September 25, 2021

100TH ANNIVERSARY CELEBRATION

Kansas Gamma Chapter (Kansas State)
October 1–2, 2021

150TH ANNIVERSARY CELEBRATION

Georgia Alpha (Georgia)
November 4–6, 2021

MCKENZIE FAMILY PRESIDENTS LEADERSHIP CONFERENCE

January 6–9, 2022
St. Louis, Missouri

FRIENDSHIP

Truthfulness, mutual connection, fidelity.
United with fellow truth seekers.



FRIENDSHIP

Ontario Beta's Annual Fishing Trip

A Phi Fish Fry

BY SHANE MAGEE, *WESTERN '90*, AND ERIC HACHMER, *WESTERN '91*

It has been going strong for quite some time, and while we may argue over the exact year it began, we all agree it was Rob Parsons, *Western '91*, who started the annual Ontario Beta Phi Delta Theta fishing trip. The trip started back when all of us had more hair on our heads, more time than money, and significant others who were happy to be rid of us for a few days each year. The best part was the fish fry that followed when all the families would get together after the annual trip.

For more than twenty-five years, a group of Ontario Beta brothers rendezvous in Toronto and then venture further into the Northern Ontario wilderness for a weekend of not only camaraderie, poker, riotous laughter, but for a chance at winning the coveted Mike Mills Memorial trophy. The three-foot trophy is an ornate silver cup that stands atop a tiered black oak base with the names engraved of those who have won the award over the years for catching the biggest fish. Mike Mills, '91, passed away in 2001, and the group established the award in his honour. Many local brothers attend the fishing trip, but others from as far away as Mexico City, Prague, Vancouver, Calgary, London, and Paris also participate.

Our tradition started as a chance to get away and have some fun, then developed into a competitive mission for a trophy, and has ultimately settled into something more significant—a lifelong bond of friendship, support, and laughter. Over the years, we have traveled not only for fishing but also for weddings, birthdays,

and sadly a few funerals. On balance, we have had more success than failure, more laughter than tears, and more gains than losses, but the one consistent thing throughout the years is that we have shared these things as a group.

The trip has also allowed us to explore some interesting parts of Ontario, Quebec, and New York State. Each year a different brother organizes the trip and oversees finding a suitable location. We have visited fishing lodges that varied from old school/rustic to more on the fancy side. Early on, the quality of fishing was the key criteria; but the thread count of sheets on our beds has taken precedent as time passes.

Over the years, we measured our success by how late we could stay up and still be in the boats by 6:00 a.m. to take advantage of the best fishing. As we grew wiser (older?), breakfast seemed to turn to brunch, as we convinced ourselves that the fish, like us, are most productive in the early afternoon, after a good breakfast and a nap. And to the younger brothers, WIFI was never a requirement (and rarely available), but a good house phone was, so we could check in with our significant others and report that we arrived safely.

Over the years, the annual fishing event has slowly crept into other meaningful interactions throughout the year. We have become mentors for each other, godfathers and career coaches to each other's children, and active supporters when one of us engages in a local charity or community support initiative—all great examples of brotherhood and giving back in small ways.

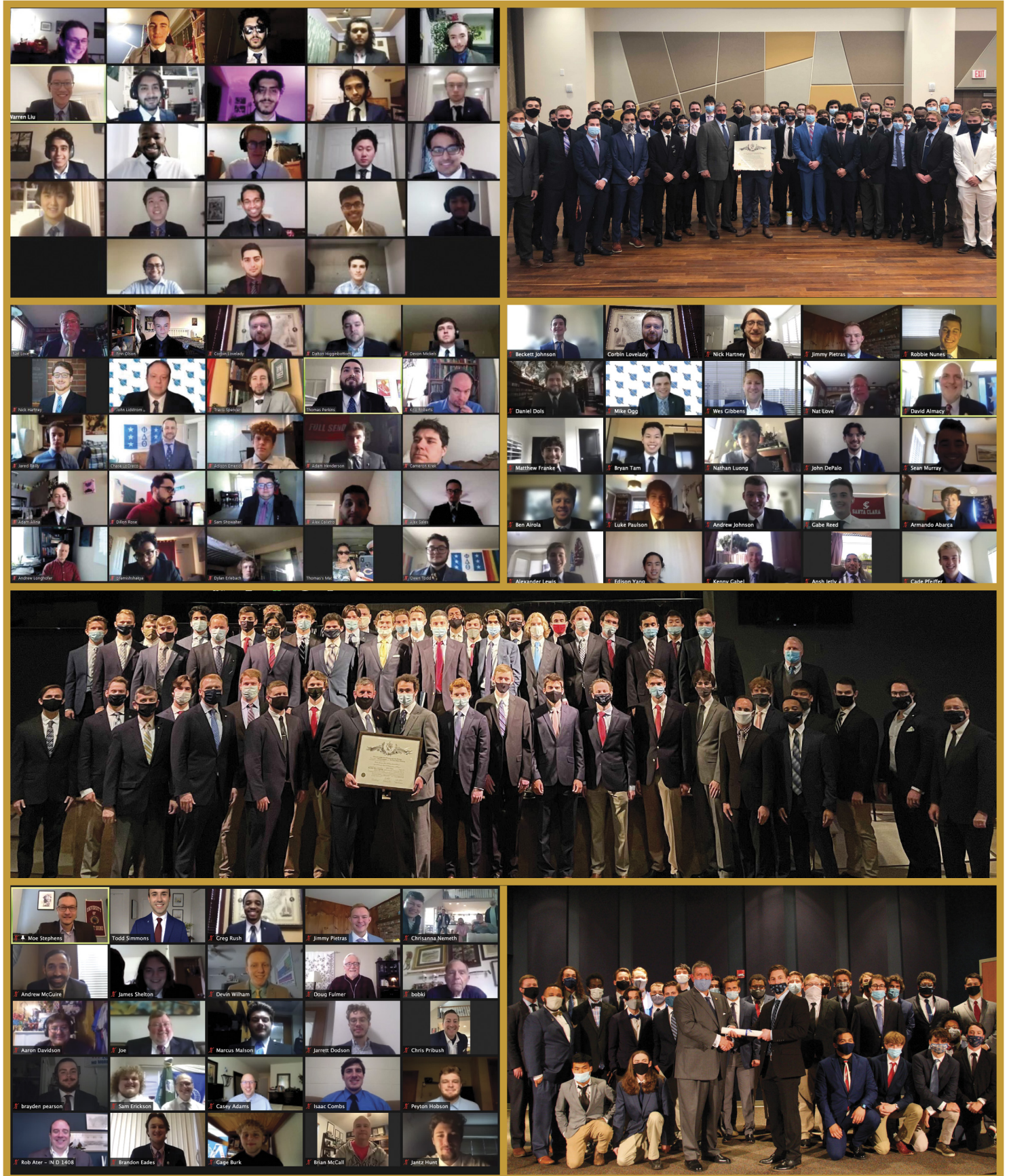
The goal was never to be exclusive or selective in who could be part of our group. Over the years, we openly welcomed other Phis and close friends who shared our passion. But the interesting thing is that while we may have had several guests through the years, the core group of ten brothers has remained the same. Not everyone has been able to make the trip every year due to professional or family commitments, but that's okay. Life has a way of getting in the way of even the most coveted events.

All in all, though we don't know the secret of our success, we know that we are blessed to stay connected. We retell the stories every year, and with ever-increasing interpretation and misrepresentation of facts, but the spirit of camaraderie never changes. That's why each winter, we look forward impatiently to the time we will be back on the lake with our most valued friends and trusted confidants.

Our story started with the Ontario wilderness and a desire to catch the big one, but we would encourage all of you to find a way to stay connected in a way that keeps the spirit of Phi Delta Theta and brotherhood alive. With a bit of effort, a wonderful tradition can develop.

Proud of our brothers and the bond we share. 🐟

OPPOSITE PAGE: Mike Mills and Mike Mills trophy (inset).



TOP ROW: Toronto, Arizona State. **SECOND ROW:** Portland State, Santa Clara. **THIRD ROW:** Miami. **FOURTH ROW:** Franklin, Radford.

EXPANSION

CHAPTER INSTALLATIONS

University of Toronto

After a six-year hiatus, the Ontario Alpha Chapter returned to the University of Toronto. Founded on May 28, 1906, Ontario Alpha has initiated 1,033 men.

Executive Vice President and CEO Sean Wagner presided over the February 16, 2021, virtual initiation ceremony. Members joined the ceremony from all over Canada and even India.

On February 20, 2021, chapter advisory board members, Ontario Alpha alumni, other Canadian chapter undergraduates, alumni, General Fraternity staff, volunteers, and friends gathered online for the installation. Re-Founding Ontario Alpha President Shahbaz Khan, '20, shared, "As young men in a growingly unnerving and lonely world, I am glad we all have each other."

Arizona State University

Originally founded on November 29, 1958, Arizona Beta has initiated 1,082 members and has produced many business and community leaders.

On March 26, 2021, the Arizona Beta Founders at Arizona State University signed *The Bond of Phi Delta Theta* at the Greek Leadership Village in Tempe, Arizona. The next day, the chapter received its charter.

Portland State University

Originally founded on May 25, 1991, Oregon Epsilon was the fifth Phi Delta Theta chapter in Oregon. Inducted as an emerging chapter in March 2019, Oregon Epsilon has worked diligently over the past two years to regain its charter.

On April 8, 2021, the men of the Oregon Epsilon Emerging Chapter were initiated as members during a virtual ceremony. On Saturday, April 10, the chapter received its charter and was re-installed as a chapter.

University of Michigan

The Michigan Alpha Chapter has returned to the University of Michigan. Originally founded on November 28, 1864, Michigan Alpha was the sixteenth Phi Delta Theta chapter and has initiated 2,203 men.

On April 8, 2021, the founders participated in a virtual initiation ceremony. On Saturday, April 10, Michigan Alpha officially became a chapter of Phi Delta Theta as it received its charter during the re-installation ceremony.

Santa Clara University

The California Omega Emerging Chapter initiated thirty-three members and affiliated one member from the Fraternity's Washington Alpha Chapter at the Santa Clara University during the

virtual initiation ceremony on April 8, 2021. California Omega became the twenty-fourth chapter installed in California on April 10, 2021.

Not only was the day special for members of California Omega, but also for many of the Fraternity's great Bay Area volunteers, like Mike Ogg, Wes Gibbens, and Corbin Lovelady who have helped advise these men through the process.

Miami University

On April 16, 2021, on the campus at Miami University in Oxford, Ohio, the men of the Ohio Alpha Emerging Chapter participated in the Fraternity's initiation ceremony and signed *The Bond of Phi Delta Theta*. The next day, at the re-installation ceremony, the chapter received its charter, which contains the names of the Immortal Six Founding Fathers. Ohio Alpha is the founding chapter of Phi Delta Theta, founded on December 26, 1848, and has initiated 2,911 members to date.

Following all of Miami University's and Oxford Community's COVID-19 guidelines to maintain a ten-person limit within a room, this initiation was one to remember as the ceremony was a memorable six hours long.

Franklin College

On April 24, 2021, Phi Delta Theta welcomed the Indiana Delta Chapter at Franklin College back into the fold during its re-installation ceremony. Originally founded on April 28, 1860, Indiana Delta was the fourth chapter established in Indiana and the thirteenth chapter of Phi Delta Theta. The chapter has initiated 1,639 men since its founding.

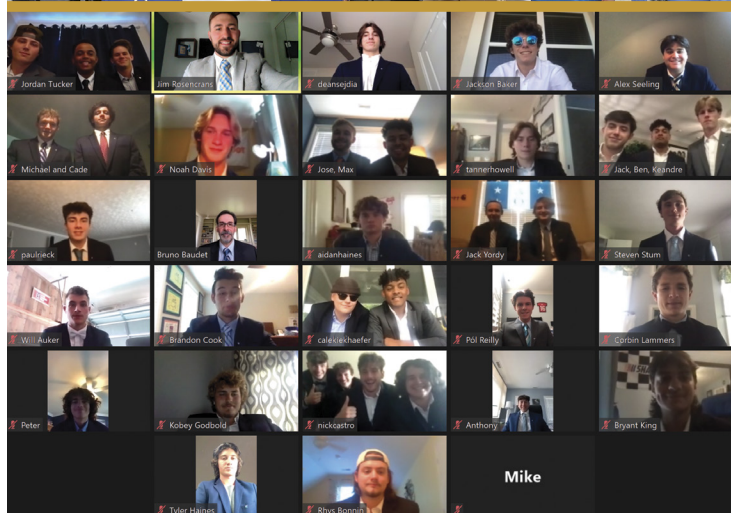
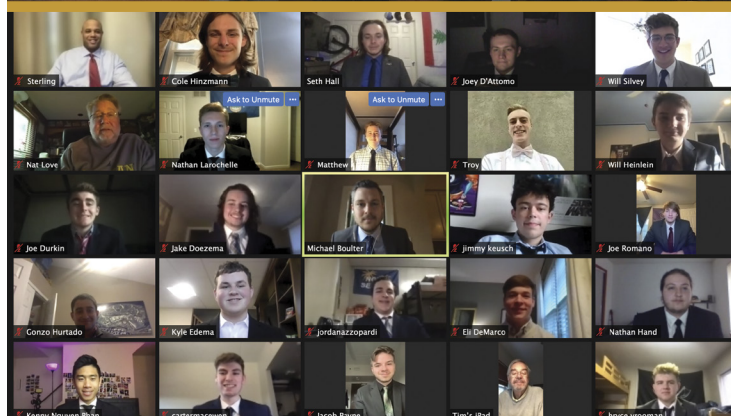
Radford University

On April 24, 2021, the men of the Virginia Kappa Emerging Chapter were initiated into Phi Delta Theta. That evening, the ceremony officiants presented the men with their charter during the installation ceremony. Virginia Kappa is the tenth Phi Delta Theta chapter installed in the Commonwealth of Virginia.

Arkansas State University

Forty-three founders of the Arkansas Beta Emerging Chapter signed *The Bond of Phi Delta Theta* on April 30, 2021, at Centennial Hall at Arkansas State University. The next day, Arkansas Beta received its charter and became a chapter.

Their first academic report boasts a 3.39 fall GPA which ranked first among IFC fraternities. Throughout the process, the chapter also retained 98 percent of its founders.



TOP ROW: Arkansas State, Montclair State.
SECOND ROW: Western Michigan, Massachusetts Amherst.
THIRD ROW: UNLV, Ohio Wesleyan.
FOURTH ROW: Appalachian State.

FALL 2021 EXPANSIONS:
 George Mason
 (Virginia Lambda)
 Tampa (Florida Theta)
 Babson (Massachusetts Eta)

Montclair State University

Montclair State University welcomed the New Jersey Epsilon Chapter of Phi Delta Theta on May 15, 2021. Over the past two years, the founders of New Jersey Epsilon have weathered

the pandemic storm and have worked diligently to earn their charter.

Although the past year had many challenges, the brothers of New Jersey Epsilon did not back down. They were recognized for the highest

IFC GPA on the Montclair States campus (3.45).

“Our brothers overcame adversity and blazed their way to this accomplishment in one of the most difficult times in recent history,” said Chapter President Patrick Clackner.

“Instead of sitting around and waiting, they inspired our campus, they inspired each other, and they inspired me to leave this Fraternity better than I found it.”

EMERGING CHAPTERS

Queen’s University

The emergence of the Queen’s University interest group began during the fall 2019 semester when Garrett Johnston, the son of an Ontario Alpha alumnus, decided his campus lacked the fraternal brotherhood he had heard so much about throughout his life. Garrett and a few close friends set forth to recruit additional members. They gained significant momentum throughout the semester that carried over into the spring.

The interest group’s momentum came to an abrupt halt in March due to campus closures and COVID-19 restrictions. Through numerous shutdowns, the interest group held various virtual meetings to generate interest, recruit, cultivate brotherhood, and establish a base of operations.

The group officially became the Ontario Eta Emerging Chapter on January 8, 2021.

Western Michigan University

Senior Expansion Consultant Greg Rush arrived in Kalamazoo, Michigan, on

January 12, 2021, and he was able to recruit twenty-nine men. These men had a steadfast resolution to challenge the status quo, be positive representations of a fraternity on campus, and begin their journeys as men of Phi Delta Theta. This hard work led to an April 9, 2021, induction as the Michigan Eta Emerging Chapter.

University of Massachusetts Amherst

Expansion Consultant Jimmy Pietras arrived in Amherst in early February. He assembled and inducted an emerging chapter of twenty-nine men who had not set foot on campus or hosted a single in-person meeting due to pandemic-related restrictions.

On April 16, 2021, Massachusetts Zeta held its emerging chapter induction ceremony. The founders, alumni, community members, family, and friends participated from home via a Zoom livestream with Alpha South Province President Steve Lyon, *Ball State* ’85, leading the induction.

University of Nevada, Las Vegas

On May 1, 2021, the Nevada Beta Emerging Chapter of Phi Delta Theta participated in the induction ceremony. Though many students were not present on campus, Senior Expansion Consultant Nick Hartney recruited twenty-six student leaders during the spring semester to lead the rebuilding of Nevada Beta.

Louisiana Tech University

On May 8, 2021, Louisiana Epsilon at Louisiana Tech formally became an emerging chapter. The founders, alumni, community members, family, and friends participated in the virtual induction ceremony from home.

Ohio Wesleyan University

Ohio Beta, a historic Phi Delta Theta chapter, returned to Ohio Wesleyan University with their induction on May 15, 2021, as an emerging chapter. Expansion Consultant Cody Flynn spent fifteen weeks on campus recruiting and educating a group of founders who have taken on the effort to rebuild the chapter.

Appalachian State University

A determined group of Appalachian State University students built a brotherhood and the North Carolina Chapter during the tough times of the pandemic. In June 2020, a handful of students, led by Jordan Tucker, let General Headquarters know their interest in bringing Phi Delta Theta to App State. With the support from Phi Delta Theta’s Director of Talent Acquisition Jim Rosencrans, Jordan drummed up great interest on campus. During that time, a separate group of App State students, led by Grant Perry, had also reached out to Phi Delta Theta to start a chapter on campus. When the two realized they shared the same hope, they joined forces and grew the soon-to-be emerging chapter grew to almost fifty members. On May 22, 2021, North Carolina Eta became an emerging chapter via Zoom, with the founders, alumni, community members, family, and friends watching the induction ceremony.

CHAPTER NEWS



Alabama Beta

ALABAMA BETA

Auburn

Phi Delta Theta and the LiveLikeLou Foundation have a special partnership. One initiative is The Great LiveLikeLou Outdoor Clean-Up for ALS Families. Auburn designated Thursday, April 1, 2021, as Wellness Day and canceled classes. The men of the Alabama Beta Chapter of Phi Delta Theta used this as an opportunity to help an ALS patient and his family who live outside of Dothan, Alabama.

The Reames family lives on about thirty-eight acres, and the young men spent the day helping with projects including landscaping, fence and shelf building, and more. Chapter President Nick Casson, '22, said the whole experience was very moving for every young man who participated. The men who couldn't go heard about the project and want to participate next time. The chapter plans to keep in close touch with this family and offer their services when needed.

Also, the chapter is improving their social media game! They are becoming more active on Instagram, and Facebook is soon. If you are on Instagram, give them a follow [@auburnphidelt](https://www.instagram.com/auburnphidelt).

—Pepper Stanford, parent club leader

ARIZONA BETA

Arizona State

The pandemic brought new ideas and recruitment success for members of the Arizona Beta Emerging Chapter of Phi Delta Theta.

"This semester, we laser-focused on social media advertising," Arizona Beta Recruitment Chairman



Arizona Beta

Jackson Lafferty, '22, said. "With the pandemic limiting our in-person advertising, promoting ourselves online was undoubtedly our most productive way of reaching potential new members."

Since going into winter break last year, Arizona Beta Communications Chairman Conor McGill, '23, has worked hard on improving the Fraternity's social media presence partnering with Fraternity Social Media. FSM's mission is to help fraternities tell their stories while providing tips and strategies on how to grow their presence on social media.

The emerging chapter's social media following has grown by 7 percent, with views at an all-time high since joining FSM. McGill feels that it is critical to showcase overlooked aspects of the Fraternity during these times.

"Over break, I thought how we could be more successful in engaging potential members on social media," said McGill. "With that, I went forward with a brother spotlight that posted every Friday featuring one of the brothers in the Fraternity. From

that point on, we expanded to other avenues posting about recruitment and the holidays."

For Quinn Osborne, '24, being able to learn more about what the brotherhood looked like even before joining was important in his decision to go through recruitment at Phi Delt.

"It was tough recruiting through the pandemic," said Osborne. "Finding out what a group of guys were about without having much of that in-person interaction was difficult but being able to get an idea of that over social media meant a lot to me. Out of everything the group's social media showcased, the brother spotlights really gave me an idea of the brotherhood."

Not only did things just look good over social media, but also in-person when Osborne attended a socially distant recruitment event this semester. A limited number of brothers could interact with potential new members at the event while enjoying a barbeque meal.

"Phi Delt stood out to me because it felt like a true brotherhood. Everyone was so closely knit and unique that it

made me want to join,” Osborne said. “I wanted to get connected with the community around me and become a better version of myself through meeting and interacting with others, and the group checked my boxes.”

This semester’s Phikeia class stands at its largest in emerging chapter history with thirteen Phikeias. The success of recruitment has been immensely rewarding for senior and Arizona Beta President Seth Goers, ’21, who has helped lead in troubling times.

“It has been stressful but insightful nonetheless,” Goers said. “We still have work to do, but we are in a good place.”

A stressful but insightful moment came when Goers spoke to the group about paving the way for rechartering.

“I had mentioned to the group that we needed to pull together in this journey in rechartering, that amidst the pandemic, we could succeed,” said Goers. “With that vision, I had mentioned that we as members of Arizona Beta needed to work together for the great future of the Fraternity. Inspiring that vision our guys pulled through on all ends.”

“I am so proud of my brothers here at Arizona Beta for their hard work and determination to charter,” Goers said. “Without them, my leadership experience would not have been as memorable and impactful.”

On March 26, 2021, Arizona Beta held its re-installation ceremony. For more on the group, you can follow them on Instagram [@asuphidelt](https://www.instagram.com/asuphidelt).

—Conor McGil



California Epsilon

CALIFORNIA EPSILON

UC Davis

The California Epsilon Chapter raised \$3,000 and placed first place in a school-wide philanthropic competition for Wings for Life, a charity that researches spinal cord injuries. Not only did they raise over \$3,000, but several brothers woke up at 4 a.m. to run in support of this cause (with one Phi brother setting the school record for furthest distance run).

The chapter was overwhelmed by the amount of alumni support as we got ten times more than expected. Winning this competition and seeing alumni step up and support us gave the chapter a huge boost. Having alumni give back in such a generous way is a great encouragement of the Fraternity for Life message.

—Jason Hacker, ’23, president



Maryland Gamma

MARYLAND GAMMA

Washington College

The annual Casey Time day of service in Chestertown, Maryland, allows students to help the environment in a communal setting. The student government association partnered with Chestertown to take part in its annual Earth Day festival.

The brothers of Maryland Gamma Chapter of Phi Delta Theta at Washington College attended the service day together, according to sophomore Andrew Niemann, ’23.

“The whole Fraternity banded together for this service project to do something good for the community,” Niemann said.

To prevent the spread of COVID-19 on campus, organizers decided to keep separate the students and Chestertown volunteers by having students clean on-campus spaces, including the Rail Trail, Washington Avenue, and Campus Avenue, working their way to the Boathouse.

Washington College students were also masked and split into four pods to prevent crowding.

PENNSYLVANIA DELTA

Allegheny

As a sophomore chapter president for 2020, I served during most of the pandemic. We quickly adapted to online chapter meetings to accomplish any necessary work when Allegheny sent all students home from campus on March 13, 2020. Online events also pushed us to make bigger introspective changes as well.



Pennsylvania Delta

We focused on virtual recruitment events, which brought varying degrees of success. Recruitment for us is about investing in a friendship that leads to interest in joining the brotherhood, and building these friendships virtually proved exceedingly difficult. A lot fewer students on campus meant reduced overall activity. Because virtual events lose their power to draw when all things on campus are virtual, we decided instead to focus on marketing to generate interest in joining us.

Most students at Allegheny don't seek fraternities. Fraternities scour campus looking for suitable people to recruit. So, we improved our public relations to display attributes of what Phi Delt membership offers to pique someone's interest in joining. Students at Allegheny want to know about scholarship opportunities, résumé building opportunities, and connecting with alumni. They want friendship, but they also want some other benefit in joining as well.

In late fall 2020, filling the roles of VP, public relations, alumni secretary, and the campus IFC public relations chairman, I spent half of my day on public relations, newsletters, and meetings.

Our Fraternity has the most active social media presence on campus. We post once or twice weekly to our Instagram and our recently re-activated Facebook page. Our alumni engagement is the best it has been in years. As Zoom makes connecting relatively easy, and to increase engagement with our alumni, we asked their help in retracing family trees back to our re-founding in 2002. We also created an alumni group on LinkedIn and are nearly finished with our first alumni newsletter since 2019.

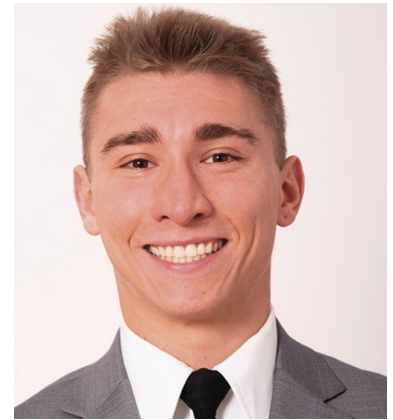


Ohio Lambda

We advertise scholarship opportunities and brother successes on our social media, which recently influenced several to accept bids.

We had underutilized the power of virtual advertising and communication in the past, but now it allows us to market and network better than ever before. Virtual recruitment events can be challenging, but clever and intentional advertising on social media has benefitted our chapter greatly. Though we're not the largest Greek organization on campus, we have had our best recruiting year since 2018.

One last discovery was to offer virtual order forms for in-person fundraising. We have held a collaborative carnation flower sale with Alpha Chi Omega around Valentine's Day for the past few years and continued this collaborative relationship amidst campus restrictions by creating virtual order forms and limited-contact pickups. In April, we collaborated with Allegheny's Clay Club (the largest group on campus!) to raise funds for the LiveLikeLou Foundation and



Ohio Lambda

the Meadville Soup Kitchen.
—Ray Englert, '22

OHIO LAMBDA

Kent State

Kent State has awarded its annual Paul Kitchen Scholarship to two deserving recipients.

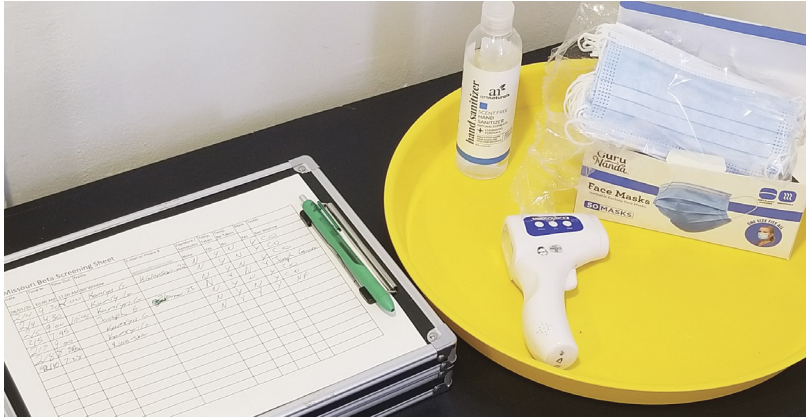
Anthony Savoca, '23, (pictured previous column) a first-generation college student and member of the National Guard, is in his final year studying military science. He earned Dean's list honors three times in a row. Anthony is active with the chapter's public relations efforts.

Andrew Thompson, '23, (pictured above) hails from Taylor, South Carolina, and balances studying physics and his job at Home Depot. Andrew currently has a 3.5 GPA and participates with the public relations board of the chapter.

MISSOURI BETA

Westminster

The coronavirus pandemic has been the most challenging situation faced by most Greek organizations in recent memory. Even though this pandemic has forced chapters



Missouri Beta

to alter meeting formats, modify new member periods, cancel events, and cope with a unique learning and communication style, Missouri Beta has found ways to adapt. While still operating in person, we have adjusted operations to be COVID-19 friendly. Our house mom, chapter advisory board, and house corporation fully equipped the men of Missouri Beta to thrive in this pandemic-struck world.

Entering fall 2020, Missouri Beta knew that our chapter would have to adopt new daily policies to continue to operate in person. In addition to strictly following GHQ guidelines, our chapter installed food shields in front of the serving areas to ensure member safety during meals and spaced out our dining room for social distancing. Gloves and masks are also required when handling food in any capacity for breakfast, lunch, or dinner. Disinfection of tables, chairs, and condiments take place after every meal, and our house mom, Patsy MacDonald, individually wraps any snacks that stay out between meals. Missouri Beta has also purchased two air

purifiers that utilize UV technology to dispose of air contaminants, with one being in the dining room.

Other than mealtimes, we have policies to prevent and mitigate the effects of COVID and contact trace if someone did test positive. Masks are required in the chapter room and everywhere on the first floor except when actively eating. We do weekly contactless temperature checks before entering the chapter room and check once or twice a week in the dinner line. Guests are allowed in the house if wearing a mask and if checked in by a current active member. Our sign-in process involves taking guest's temperatures, and documenting the time, date, and if they have experienced any symptoms, so we can contract trace if anyone tests positive in the house. We were able to quarantine members exposed to COVID on campus successfully.

We have continued to execute in a nonstandard way during this unprecedented time. We have been able to recruit the largest Phikeia class on campus, manage new member education under the pilot program, perform initiation, and



Texas Epsilon

conduct nearly all other operations using preventative safety measures and with no spread of the virus. Because of the pandemic, our chapter could not construct our annual haunted house this year for philanthropy. Instead, we performed a twenty-four-hour video game livestream event that ended up raising over \$1,500, which is the most we've ever raised for a single event.

Missouri Beta is setting the standard on Westminster's campus for COVID safety and prevention. Switching gears in the middle of the semester last spring and then readjusting again over the summer was a daunting task, but despite adversity, Missouri Beta and our dedicated alumni have handled this situation well and continue to thrive and grow closer as a brotherhood.

TEXAS EPSILON

Texas Tech

Several chapter brothers won roles to serve the Student Government Association during the 2021–22 academic year. Austin Phillips, '23, will serve as an at-large senator and chairman of the budget and finance committee. Cole Seely, '23, will serve as a Rawls College of Business senator and the Rawls College Committee chairman. Lastly, Carson Echols, '22, of the Rawls College of Business, and Avery Farmer, '22, of the Whitacre College of Engineering, will serve as members of the fifty-seventh session of the TTU Student Senate.

The winners of the election continue Texas Epsilon's tradition of producing well-rounded leaders across campus.

ROAD TO GREATNESS

Everyday Phis doing extraordinary things



AMIT MUNSHI, UCR '90

The Healthcare Technology Report recently named him number six on the Top 25 Biotech CEOs of 2021. Munshi took the helm as president and CEO in 2016 of Arena Pharmaceuticals and has more than twenty-five years of global biopharmaceutical industry experience in executive management, business development, product development, and portfolio management. He received the 2020 Entrepreneur of The Year Award from Ernst & Young for his many contributions and successes. As an undergraduate, he earned a BA and BS in economics from the University of California, Riverside, and his MBA from the Peter Drucker Graduate School of Management at Claremont Graduate University.



FAISAL AL-HMOUD, TEXAS TECH '22

After serving as Texas Tech University's external vice president, Brother Al-Hmoud won the role of student body president at the spring 2021 elections. Since becoming involved with SGA, Faisal works on the initiation and maintenance of policies and programs designed to enhance the quality of student life.

Before that, Faisal involved himself on campus as student senator and as a member of the budget and finance committee. He also served as the academic chair for the Texas Epsilon Chapter of Phi Delta Theta at Texas Tech, and further as the director of academics for the Texas Tech University Inter Fraternal Council.

He is currently enrolled in the Honors College at Texas Tech University and studies economics with plans to obtain a law degree.



MICHAEL BEYMAN, CORNELL '10

Mike is the senior director of strategy and operations for Condé Nast Entertainment. He leads development of long-range planning, strategic opportunity development, IP monetization, and operational improvement for Condé Nast's digital-video, audio, television, and film production team. Previously, Mike was a consultant with McKinsey and Company.

Earlier in his career, he was a field producer for *CNBC Business News*, where his work earned him an Emmy nomination.

After graduating from Cornell with an economics degree in 2010, Mike received his MBA from Columbia Business School in 2017. Mike lives in Connecticut with his husband, Josh.



SELLERS SHY, OLE MISS '94

Shy assumed the role of CBS Sports' lead golf producer in January 2021. Shy, who joined CBS Sports full-time in 1997, becomes only the third lead producer in the storied history of GOLF ON CBS.

Since joining CBS, Shy has been a full-time member of its golf team, serving as a replay producer, associate director, and producer for PGA TOUR coverage, The Masters and PGA Championship, as well as for the Asia Pacific Amateur Championship and Latin America Amateur Championship. The multiple Emmy Award-winner also serves as a producer for the NFL on CBS and NCAA Basketball.

WE WANT TO HEAR FROM YOU!

If you know a brother who is doing extraordinary things, visit phideltatheta.org/road-to-greatness/ to submit his story for feature consideration.

PHI FOOTNOTES



Kirk Perry

Cincinnati

Kirk Perry, '90, was named president and CEO and a board of directors member for IRI, a Chicago-based global provider of technology, data, and predictive analytics for the consumer, retail, and media sectors. Perry goes to IRI from Google, where he was president of global client and agency solutions since 2013, responsible for driving the tech company's global revenue with the world's largest advertisers and advertising agencies.

Before joining Google, Perry spent more than two decades at Procter & Gamble in leadership and marketing roles. Most recently, he was president of P&G global family care, a multibillion-dollar global business that includes the Bounty, Charmin, and Puffs brands. He also was VP of P&G US operations and North America marketing, P&G's biggest region, with responsibilities

WE WANT TO HEAR FROM YOU!

Let other brothers know what you are up to. Use the "Submit News" feature on the website, phideltatheta.org to submit news and high resolution photos. Email to editor@phideltatheta.org or mail *The Scroll* Editor, 2 South Campus Avenue, Oxford, OH 45056. Letters may be edited for clarity, content or length. Photos may be edited for reproduction quality.

that included oversight of the region's marketing and sales operations organizations. Perry also serves on the boards of The J.M. Smucker Co. and e.l.f. Cosmetics.

Cornell

Phil Bartels, '71, was recognized by Cornell University for exemplary alumni service work with the Frank H.T. Rhodes Exemplary Alumni Service Award.

For over forty years, Cornell University has significantly benefited from Phil's charitable work. As a tax and trial attorney trained at the University of Chicago Law School and as an attorney at the second-largest law firm in Connecticut, Phil has lent his expertise to numerous parts of Cornell. He is a life member of the University Council and an Honorary Member of the Quill and Dagger Honor Society.

Phil helped Phi Delta Theta and several other fraternities on campus to form tax-exempt educational corporations. This status has led to increased financial stability and has enabled them to accept alumni donations. Brother Bartels is a 2012 recipient of the Fraternity's Legion of Honor award and 2017 recipient of the Legion of Merit, both for his extraordinary service to his chapter and the greater Fraternity.

Because of Phil, the Lab of Ornithology, the men's and women's swimming and diving teams, the Paleontological Research Institution, and Cornell's Shoals Marine Laboratory have improved their governance and financial outlooks.

Georgia Southern

Roly de Armas, '72, was named bullpen coach for the USA Baseball Professional National Team. Brother de Armas serves on the Fraternity's Lou Gehrig Memorial Award Committee.

Returning as an assistant coach for the eleventh time, de Armas will serve as the bullpen coach for Team USA. His first experience with Team USA came in 2006 as an assistant coach for the Olympic Qualifying Team that finished its tournament with a 6-1 overall record and secured Team USA a spot in the Beijing 2008 Olympic Games. Roly returned as a coach with USA Baseball in 2007, 2008, 2009, 2010, 2011, 2015, and 2019, winning two World Cup gold medals (2007, 2009), two Pan-American Games silver medals (2011, 2015), one Premier12™ silver medal (2015), and an Olympic bronze medal (2008).

Brother de Armas has spent time as a coach in the major leagues with the Chicago White Sox (1995-96) and the Toronto Blue Jays (2000), culminating in thirty-three seasons as a coach for several MLB organizations, including the Philadelphia Phillies, where he is currently the manager of the Gulf Coast League Phillies.

Indiana

Niko Sorenson, '24, is from Rockford, Illinois but visited Arizona over spring break to watch the Chicago Cubs spring training. His family loves baseball and has been Cubs fans for generations. A few years ago, his



Don Thompson and Niko Sorenson

mother decided they would see every major league ballpark before Niko graduated and has seen games all over the country, but they'd never caught a game at the spring training home of their favorite team!

At Sloan Park, an usher named **Don Thompson, Butler '66**, asked Niko about his Indiana ball cap, and when he told him he was a Phi at IU, the usher shared he was a Phi from Butler! It is refreshing to see that the tradition and bond remain strong for a lifetime.

Niko chose Phi Delt because of the great conversations he had during the recruitment processes as he realized that his values lined up with Phi Delt's. Further, his dad was a Phi at the University of Illinois. He studies accounting at the Kelley School of Business with a minor in Chinese.

Manitoba

Brother **Arni Thorsteinson, '71**, was invested in the prestigious Order of Manitoba (2021). Thorsteinson is one of Manitoba's leading entrepreneurs whose outstanding community leadership through his business initiatives and his philanthropic generosity, especially in support of the arts, education, and human rights. Those named to the Order truly exemplify resiliency, adaptability, and leadership. Appointments to the Order are made by the chancellor, based on the recommendations of an advisory council; established in 1999 to honor Manitobans who have demonstrated excellence and achievement, thereby enriching the social, cultural, or economic well-being



John and Sandy Black

of the province and its residents. Thorsteinson is the founder of Winnipeg-based Shelter Properties. He also spearheaded the Canadian Museum for Human Rights (CMHR) capital campaign and was appointed as its first board chair.

Mississippi

The University of Mississippi's gleaming, state-of-the-art basketball and event arena has been officially named the Sandy and **John Black ('61)** Pavilion at Ole Miss in recognition of a \$10 million gift from the Madison, Mississippi, couple.

The Mississippi Institutions of Higher Learning (IHL) board approved the naming today (June 17, 2021).

Longtime supporters, the Blacks said they've been fortunate financially and want to make a gift they could enjoy with their family: three adult children, eight grandchildren and a great-granddaughter—most of whom attended Ole Miss. Read more here: <https://phide.lt/JohnBlackPavilion>

Dr. John C. Fleming Jr., '73, joins the McKeon Group that provides consulting services to companies trying to navigate the complex Washington structure. Mr. McKeon and John Fleming served together on the House Armed Services Committee. Before this move, Brother Fleming served as a senior advisor to the president of the United States.

North Dakota

The University of North Dakota named its School of Entrepreneurship and Management after Tom and Konnie (Peach) Middleton. The couple donated \$5 million to benefit students by funding faculty, programming, and scholarships.

Tom Middleton, '72, spent his career in sales, sales management, and marketing with Johnson and Johnson and its various pharmaceutical subsidiaries. Konnie Middleton was a clothing buyer for department store chains before working at home to raise their two daughters, Nicole and Lindsay.

"New and renovated buildings

Photo by Bill Dabney



Sam Furrow

are wonderful, but it's the programs occurring inside them which enable students and faculty to engage in the education, conduct the research, and provide the engagement opportunities that produce the leaders North Dakota needs," UND President Andrew Armacost said.

UT Knoxville

The University of Tennessee, Knoxville, recognized **Sam Furrow, '63**, and his wife, Ann, to its inaugural hall of fame class of 2020 by the Office of Sorority and Fraternity Life (SFL). Initiated into the Tennessee Gamma Chapter in September 1963, Furrow has served the Fraternity as a Phi Delta Theta Foundation Trustee, province president, alumni club president, and house corporation president. The Fraternity rewarded his service by recognizing with its Legion of Merit award, the Raymond L. Garner (alumnus of the year) award, and as a Famous Phi in business. <https://phide.lt/3vP1ssO>

The Alumni Hall of Fame distinction is the highest individual

award through the Office of SFL at Tennessee and recognizes alumni who have demonstrated a commitment to their respective organization's history, values, and mission and often serve as volunteers after college. Nominees have shown a commitment and appreciation for The University of Tennessee, Knoxville, and the fraternity and sorority experience.

Brother Sam Furrow was born in Roane County, Tennessee, in 1941. Sam Furrow is also a graduate of the Reppert School of Auctioneering and the Certified Auctioneers Institute of Indiana University. In addition to his commitment to education. He has served on the board of directors for Leadership Knoxville and the Knoxville Zoo. He is also very active in the Beck Cultural Center, the Boy Scouts of America, the Boys & Girls Clubs of Knoxville, and the Big Brothers & Big Sisters of Knoxville.

Furrow has also been honored by the Senior Citizens Home Assistance Service and The National Conference of Christians and Jews for his volunteerism.

Tennessee Tech

Brother **David Starbuck, '81**, is an award-winning artist in his second career. He began painting after retiring as a computer chip sales executive, awakening a childhood talent he never had time to pursue.

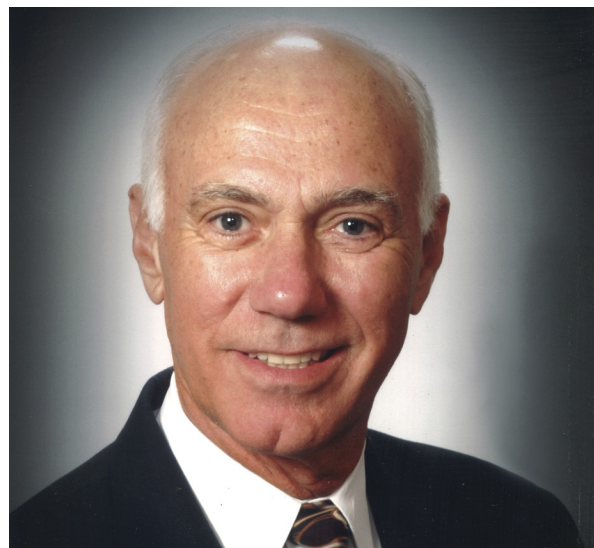
Well-known wildlife artist Duane Raver took Starbuck under his wing after one look at his first works. Starbuck recalls that Raver marveled, "So you're telling me these are the first paintings you've ever done, and you haven't painted since you were thirteen? You need to pursue this."

So he did, focusing on the great outdoors. A lifelong hunter, Starbuck many times spots his subjects while sitting in a tree stand for eight hours on a Saturday. He uses his camera to capture reference material—the lighting, the scale of the animal, and the emotion.

A pair of does was grazing on his son-in-law's cotton farm late one evening. The scene is now a gallery wrapped oil hung in Starbuck's studio, a painting he calls "Girl's Happy Hour."

He has filled his home studio with more recent works, all oil paintings, many of which are nearing completion. For information about his work, visit <https://phide.lt/3phNCN2>.

The club's communication strategy positioned the virtual banquet as an online celebration of bonds of friendship and a positive mental health experience despite not being able to meet in person due to the pandemic. The results? Over one hundred Phi attended from all over the world to memorialize the seven brothers who recently entered the Chapter Grand and to celebrate the induction of thirty-eight alumni into the Golden and Silver Legions, representing twenty-one Phi Kappa classes. When we created six peer-hosted breakout groups, the real magic happened!



The event also celebrated Jack Luce, *Ohio State '64*, as a 60-year Palladian Legionnaire and four Phis who received their Silver (25-year) Legionnaire pins.



WABASH VALLEY ALUMNI CLUB

In April 2021, the Wabash Valley Alumni Club held its Founders Day dinner in Terre Haute, Indiana. At the dinner, the club presented nine Golden Legion lapel pins to the graduating classes of 1972–73: Robert Glenn Stallman, Dennis H. Stark, Larry R. Gurchiek, David B. Lansinger, Anthony W. Laird, Mark W. Thatcher, Max A. Hoke, R. Andrew Harper, Walter Kipling Smith, and Steven W. Frees.

Five Indiana State Phis conducted the Founder Day ceremony (representing more than 250 years of

membership), including Bob Jones, '72, Steve Sheline, '71, Ed Fredericks, '70, Jim Harrell, '71, and Ivan Smith, '70. In addition, J. Terry Frey, DDS, *Franklin* '67, a 60-year Palladian anniversary member from Indiana Delta, participated. Steve Bloomer, senior vice president for the Phi Delta Theta Foundation, served as narrator.

The Wabash Valley Alumni Club welcomes all Phi Deltis living in the Indiana Wabash Valley. Contact Joe Reed to get involved joe.reed@frontier.com

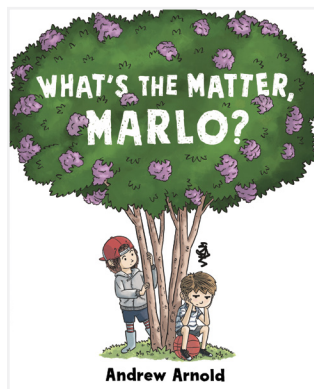


LEFT TO RIGHT: Cy Angelos, Phil Gamble, Ron Rives, Gerald Nobles, Greg Waters (wheelchair), Joe Parker, Steve Fisher, Van Rodgers, Stuart Tucker, Gerald Brummett, Tio Kleberg, Don Rives

1970s Texas Epsilon Phis thoughtfully celebrate fifty years

Because Greg Waters could not attend Founders Day due to health limitations, his 1970s Texas Epsilon pledge brothers went to him to present his fifty-year Golden Legion pin. They had lunch together and conducted a wonderful ceremony celebrating fifty years of membership and brotherhood. Though a few years ahead of this group, Tio Kleberg, who was in San Antonio, joined the lunch celebration.

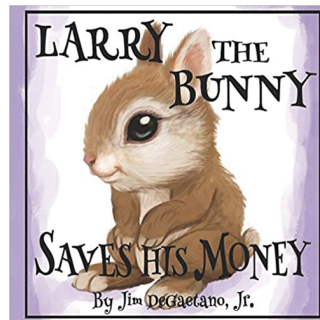
BOOK NOOK



What's the Matter, Marlo?

ANDREW LINCOLN ARNOLD
Arnold, *Southwestern* '04, is an author-illustrator and co-creator of the award-winning *Adventures in Cartooning* series from First Second Books and *What's the Matter, Marlo?*, his debut picture book from Roaring Brook Press.

What's the Matter, Marlo? is a picture book about best friends who explore empathy, anger, and sadness. It reminds us to help each other through these feelings rather than running away from them. He writes and illustrates from his home in Brooklyn, New York, in the company of his wife and their mischievous rescue dog, Jerry.

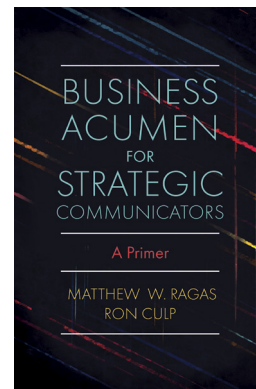


Larry the Bunny Saves His Money

JIM DEGAETANO
DeGaetano, *Shippensburg* '99, CFP®, CPA, MBA, is the president of Diamond Wealth Advisors. His passion is helping others achieve a better return on life through strategic planning. Jim is committed to providing clarity to his clients so they can retire with confidence.

Larry the Bunny Saves His Money invites you to talk about money with your kids in a fun, easy way. Because when it comes to where money comes from, where it goes, and how to have more of it. In this beautifully illustrated and carefully crafted book, little ones begin their journey in properly handling one of life's most important concepts: money.

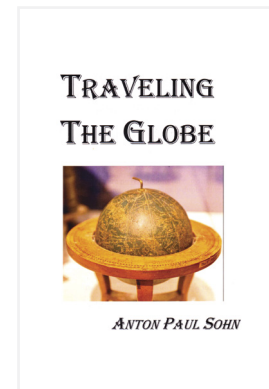
Brother DeGaetano recently joined GHQ's Steve Good for a conversation about personal finance in the newest Phi Class session. Watch it here: <https://phide.lt/DeGaetano>



Business Acumen for Strategic Communicators

RON CULP
Offering a critical primer for the world of business, authors Matthew W. Ragas and Ron Culp, *Indiana State* '69, equip readers with the must-have business know-how.

The book is written for communicators by a diverse group of senior communications leaders, illustrating concepts in each chapter by expert insight essays written and packed full of case studies, interviews, key terms, and cutting-edge research. Learning these critical business literacy skills helps professionals become strategic counselors to the organizational leaders they serve.

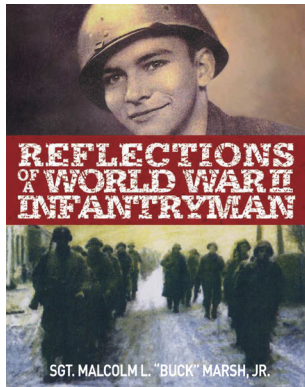


Traveling the Globe

ANTON PAUL SOHN, MD
Sohn, *Indiana* '58, shared with the Banta Library a copy of his final of five books about his world travels made by his family through his lifetime.

Dr. Sohn has photograph collection going back to 1957 and a daily written journal since 1989 when he bought his first Apple computer. These photo books tell the story of his life and accomplishments. What started out as a way to kill time while quarantined at home for COVID-19, has become a passion. The five books include *With These Hands*, *Call of the Mountain*, *Growing up in Irvington*, *My Honor to Serve Mankind*, and *Traveling the Globe*.

Anton is part of a family of Phis in his son, Eric Allan Sohn, *USC* '91, brothers William P. Sohn, *Indiana* '58, and Robert F. Sohn, *Purdue* '63, and nephews Robert Anthony Sohn, PhD, *Purdue* '87, and Christopher Evan Sohn, *Purdue* '89.

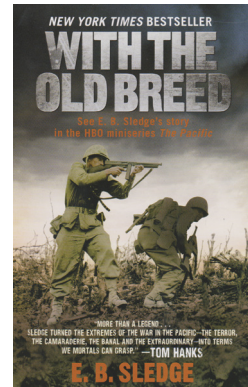


Reflections of a WWII Infantryman

MALCOLM "BUCK" MARSH JR. Marsh, *Auburn '48*, reflects on his military service as the lead man at the beginning of many significant advances in Germany during the final months of WWII. Buck graduated in 1941 from Rockwood High School, Rockwood, Tennessee, and the following fall entered Tennessee Tech. After his sophomore year, he joined the Army Specialized Training Program (ASTP) and reported to Fort Benning, Georgia, on August 2, 1943, for infantry training. After extensive training, he boarded a troopship bound for the European Theater of Operation as an infantry replacement. He was a rifleman in Company A, 36th Armored Infantry Regiment, 3rd Armored Division. He joined his unit in December 1944 during the brutal Battle of the Bulge and volunteered to be first scout. After surviving cold,

snow, and German shells, his division moved into western Germany in early February. On February 26, the division moved into the Rhineland, seizing and securing numerous small towns and ultimately capturing Cologne, Germany, on March 6, 1945. During four months of combat, Buck earned three battle stars: Battle of the Bulge, Rhineland, and Central Germany. He also received the Purple Heart Medal for action at Meilendorf, Germany, on April 16, 1945. Buck entered A Company as a PFC, became a squad leader during combat, and eventually rose to the rank of 1st Sergeant. Upon being discharged, Buck entered Auburn University, receiving a BS degree in building technology.

Buck recently celebrated his ninety-eighth birthday.



With the Old Breed: At Peleliu and Okinawa

EUGENE SLEDGE
Cpl. Eugene "Sledgehammer" Sledge, USMC, Ret., *Auburn '48*, fought in Peleliu and Okinawa's horrific battles and wrote the book *With the Old Breed*. The book was a significant source for the Emmy award-winning mini-series, *The Pacific*.

Born in 1923 in Mobile, Alabama, raised on riding, hunting, fishing, and a respect for history and legendary heroes such as George Washington and Daniel Boone, Eugene Bondurant Sledge joined the Marines the year after the bombing of Pearl Harbor and endured the events recorded in this book from 1943 to 1946.

Sledge enlisted out of patriotism, idealism, and youthful courage, but once he landed on the beach at Peleliu, it was purely a struggle for survival. Based on the notes he kept on slips of paper tucked

secretly away in his New Testament, he simply and directly recalls those long months, mincing no words and sparing no pain.

The reality of battle meant unbearable heat, deafening gunfire, unimaginable brutality and cruelty, the stench of death, and, above all, constant fear. Sledge had nightmares about "the bloody, muddy month of May on Okinawa." But, as he also tellingly reveals, the bonds of friendship formed then will never be severed. Sledge's honesty and compassion for the other marines, even strangers, sets him apart as a memoirist of war. Read as sobering history or as high adventure, *With the Old Breed*, is a moving chronicle of action and courage.

—Excerpt from Amazon

Thanks to Phi Delta Theta President Emeritus Bob Biggs for adding this book to the Banta Library.

LEARNING

Intellectual curiosity and search for truth.



**WHAT THE
PANDEMIC
TAUGHT US**

Twenty-five lessons learned during the COVID-19 pandemic from General Headquarters staff and volunteers. Turn to page 44 to read full article.

*Members from
the Washington
Alpha Chapter*

Photo by Life N Lite

FRATERNITY NEWS

GHQ UPDATE

We Are Phi Delt

Defining who we are as fraternity men as we return to campus this fall

BY SEAN WAGNER, EXECUTIVE VICE PRESIDENT AND CEO



The past year taught us much about ourselves as individuals, as a society, and as Phi Delta Theta. A socially distanced fraternity experience caused undergraduate and alumni leaders alike to be resilient, creative, and most importantly, to focus on what is most critical.

When you strip the superfluous aspects away, at its core, the Phi Delt experience has always been about two things throughout its long history. First, the desire to help each other meet our full potential, and second, to impact the community that surrounds us.

As the world continues to reopen and campuses work toward normalcy this fall, Phi Delta Theta has an immense opportunity to re-introduce itself in a proud, visible, and responsible way. With this renewed focus as campus leaders, Phi Deltas have the chance to redefine what it means to be a fraternity man and be the example as responsible advocates for their campus communities.

So, as we ramp up for the start of the school year, the General Fraternity is prepared to assist our chapters and volunteers in taking full advantage of this moment and further etching our rightful place as the premier fraternal leadership development society. But as we do this together, we must be thoughtful of who **we are as Phi Deltas**.

WE ARE INITIATORS

This happens in many forms to resist the status quo. We are committed to

ensuring that every Phi can contribute to our great brotherhood while working to become the greatest version of himself. This occurs through the chapter leadership experience as a foundation and continues through the Pursuit of Greatness; our soon-to-be credentialed membership development program. The program features a personal and professional development badge as it helps participants build the interpersonal skills and career attributes desired by employers.

We are also committed to lifting others around us and broadening our perspective. Meeting this goal will happen this year, focusing on first-generation recruitment and diversity and inclusion education at the chapter level. We have this fantastic experience that helps make good men great and improves their trajectory. Now, we'll intentionally broaden access to this experience.

WE ARE RESPONSIBLE LEADERS

The adage "failing to plan is planning to fail" is true. This is especially the case when many talented undergraduate leaders preparing for the upcoming, in-person academic year have mostly had a virtual experience thus far in their Phi Delt career. General Headquarters will host the Summer Leadership Series on August 9–12, 2021, focusing on operations, health and safety, and growth. This conference will provide chapter and volunteer leaders a chance to restore and improve the "nuts and bolts" of chapter operations and safely plan social events as our members reconnect with one another and the rest of their campus.

“As the world continues to reopen and campuses work toward normalcy this fall, Phi Delta Theta has an immense opportunity to re-introduce itself in a proud, visible, and responsible way.”

WE ARE FAMILY

What does a family do? Take care of one another. Fraternity historically does not occur at a distance, and the inability to connect with one another and the world rapidly took its toll on our members. For this reason, we created a six-point personal wellness program to help Phis proactively address their mental health and find professional assistance if needed.

While we have a significant focus on planning for the known, the skill set of knowing what to do when the unknown occurs is just as critical. The Fraternity's bystander education program, *To Do What Ought to Be Done*, will be further used and implemented to ensure Phis know what to do and how to find assistance in episodes of alcohol or drug abuse, hazing, mental health, or sexual assault.

WE ARE STUDENTS

Every Phi Delt is first and foremost a student at their institution, and through their commitment to the Fraternity, takes an oath to better themselves through sound learning. This journey starts as a Phikeia through the Fraternity's standardized new member program that emphasizes initiative, responsibility, teamwork, and accountability. It then builds into the Pursuit of Greatness program and various modules and offerings

for officers through PDT U, our online education platform.

While we've all enjoyed online education for expanding our ability to educate, we're looking forward to the return of our hallmark educational programs with regional Kleberg Emerging Leaders Institutes in the fall of 2021 and an in-person McKenzie Family Presidents Leadership Conference in January of 2022.

WE ARE CAMPUS AMBASSADORS


When colleges and universities were uncertain of how many students would return in the fall of 2020 and how they would engage students in new ways, they looked to fraternities and sororities. Phi Delta Theta responded in a big way, with 98 percent of its enrolled members returning to its host institutions.

Continuing as champions for their schools and providing an experience that not only retains current students but attracts new ones, Phi Delta Theta offers a strong value proposition focused on principles, engagement, and leadership. To help chapters communicate and share this value proposition on their campuses, the General Headquarters will be hosting Recruitment Workshops in various locations and offering coaching assistance to those who were significantly

impacted by COVID-19 and have large graduating classes in the upcoming two years.

WE ARE PHILANTHROPISTS

One of the most impressive feats that occurred during the 2020–21 academic year was the success of the Iron Phi program. The program had its best fundraising year of all time, and LiveLikeLou rallied more volunteers to support ALS families than ever before. Phi Deltas from around the United States and Canada found purpose in supporting a cause greater than themselves— to battle ALS and support the ALS warriors facing it. This June, we had the opportunity to create awareness and advocacy for ALS and join forces with other ALS organizations for the inaugural Lou Gehrig Day throughout Major League Baseball. This special day will provide momentum for our cause and bring funding towards research and the support of ALS families. As fraternity is redefined, it will be measured by the impact we make on the world, and Phi Delta Theta is poised to help end ALS.

Phi Delta Theta is very proud of who we are, what we offer, and the impact that we make on the world. As we approach the 2021–22 academic year, we hope you will help us lead the way and show the world that **We are Phi Delt.** 

VOLUNTEER OBSERVATIONS

The Value of Brotherhood

Motivated by the Phikeia Oath to become a faculty member

Daniel Baptista transferred to Florida International his junior year as an international student from Canada. He sought social fulfillment in addition to scholastics to appreciate his college experience. During recruitment in his second semester, he observed the Florida Kappa Chapter's diverse backgrounds and that it was not a fraternity of cliques. The other groups asked mechanical questions, "what high school did you attend, who referred you to us?" In comparison, Phi Delta Theta asked, "why do you want to join a fraternity? Do you have any questions about our Fraternity?" He found it refreshing and that they seemed more concerned about him being sure of his choice.

The value in a brotherhood that perpetuates lifelong friendships motivated him to volunteer or participate. "Each of us at some point in our lives will realize that there is more time available to give back. I reached that point," Baptista said.

He completed the application to become faculty for the Winter Leadership Series (WLS) because of the last line of the Phikeia Oath, "I will strive in all ways to transmit the Fraternity to those who may follow after, not only, not less, but greater than it was transmitted to me."

When asked about the aspects of the winter series that left the greatest impression, he mentioned "the messages of resiliency in leadership, values-based decision making, and personal values, and how each relates to chapter success were powerful."

He continued, "I was a bit intimidated by the vast amount of information presented during WLS sessions. Despite that, I was impressed both by the message and direction of the Fraternity. The breakout session to discuss the results of the Enneagram personality profiles was fantastic. The men were engaged, and you could tell that some of them were surprised by the results. It made clear sense in terms of who they were, what roles they should consider in the Fraternity, and career paths to be effective leaders. I believe having that moment encompasses our purpose."

Daniel Baptista, *Florida International '89*, is a newer chapter advisory board chairman and Winter Leadership Series faculty adviser



WINTER LEADERSHIP SERIES

Largest educational event to date

The Winter Leadership Series that took place over three weeks in early January 2021 was a resounding success. Beginning on January 4, programming started for recruitment chairmen and their committees. The second week was a combined McKenzie Family Presidents Leadership Conference and Kleberg Emerging Leaders Institute. The final week was the Phikeia Educators Conference.

A combination of world-class speakers, best-in-class curriculum, small group faculty members, and outstanding engagement by undergraduate leaders from across the United States and Canada made this one of the most memorable education events Phi Delta Theta has ever hosted. With more than 1,200 attendees across the three programs, it is undoubtedly the largest. Thank you to our volunteers, who are so vital to making these events a success. Of course, a big thank you to the undergraduates who showed up to grow as their chapters' leaders.



HARRISON FLAGPOLE

On April 20, 2021, several Phi Delt attended a renovation groundbreaking ceremony at the Benjamin Harrison Presidential Site in Indianapolis, Indiana, and kickoff of a \$6 million capital campaign. The Fraternity supports a new 100' Phi Delta Theta flagpole that will include a 50' x 30' garrison flag of the United States. More than 170,000 vehicles pass by the downtown home and flagpole daily. Also, every March 15 on Founders Day, the Phi Delta Theta flag will fly along with the US flag through a special arrangement.

Those in attendance included Executive Vice President and CEO Sean Wagner, CEO Emeritus Bob Biggs, several alumni, and the First Lady of Indiana, Janet Holcomb, who served as a featured speaker.

Benjamin Harrison is the nineteenth member of the Ohio Alpha Chapter at Miami University and one of the earliest Famous Phis.

PURSUIT OF GREATNESS

The personal and professional potential of the Fraternity's undergraduates will be incomplete without the development of vital interpersonal skills and career attributes desired by employers. Because the classroom can fall short in developing these skills and qualities, Phi Delta Theta offers the Pursuit of Greatness, a self-navigated personal development experience that combines online education, applied learning, and alumni mentorship.

Members are able to earn specific badges by completing various educational offerings, helping them enhance their résumé and stand out among their peers.

The Pursuit of Greatness program builds essential life skills, including teamwork, initiative, accountability, responsibility, resiliency, self-awareness, values, group leadership, problem-solving, and communication. Mental health and wellness are also a priority within the program as our undergraduates prepare for today's diverse and inclusive workplace.

pursuitofgreatness.org



PHI CLASS

Phi Class works to bring valuable life lessons from Phi Delt alumni leaders directly to you, whether it's via on-demand videos or by welcoming speakers to join chapter meetings virtually.

As chapters integrated virtual or hybrid meetings this past year, with physical presence no longer a barrier, many took the opportunity to welcome alumni into meetings to share life lessons. Phi Class helps further this trend into the future.

Are you a Phi Delt alumnus who would be willing to join a chapter virtually and speak to them about a valuable topic? Complete the interest form at phideltatheta.org/phi-class, and we'll make the connection.





GHQ Staff Changes

Seth Crain, *Southeast Missouri State '20*, named growth coordinator. Seth studied business administration at Southeast Missouri State University, and as an undergraduate, he served as the public relations chairman, warden, social chairman, and recruitment chairman.

In addition to Phi Delt, Seth also held executive positions on Interfraternity Council (IFC) and was a member of DECA. In his first year of college, Seth also joined the United States Army National Guard. While in the national guard, he was awarded the Army Achievement Medal and served as a team leader for five years.

Brother Crain loves sports. Seth's deep love for football and other sports is why he aims to work in the professional or higher education sports industries.

In this role, Seth works alongside the Fraternity's expansion projects and coaches chapters to ensure recruitment success.

Katelyn "Kate" Fulmer named digital strategy coordinator. Kate joined the Fraternity staff in May 2021. She is a recent graduate of Northern Kentucky University, where she earned her BA in public relations. During her time at NKU, Kate held leadership positions in several organizations, including being the president of NKU's Public Relations Student Society of America (PRSSA) chapter. Kate is also a proud member of Delta Gamma Fraternity.

As digital strategy coordinator, Kate promotes the values of the organization to members, potential members, and stakeholders, all while supporting communication strategies of Phi Delta Theta, outlined in its strategic plan *Phi Delt 2030*. This includes supporting the branding efforts of the Fraternity, strengthening communication amongst chapters through digital strategy, and organizing content for communication channels to engage with audiences.

Robbie Nunes, *Santa Clara '21*, joins the General Headquarters team as a recruitment specialist. Brother Nunes graduated with a BS in political science from Santa Clara University. He joined the California Omega emerging chapter in 2019 and served as the founding president until the chapter's installation on April 10, 2021.

In addition to starting the California Omega Chapter at Santa Clara, Robbie was a founding member of the Santa Clara's Mock Trial team, a research assistant for the Political Science Department, and the Chief Justice of the Associated Student Government at Santa Clara University.

Outside of work, Robbie enjoys listening to music, snowboarding, water polo, weightlifting, and staying up to date with American politics. His passion for service for others is why Robbie aspires to have a future in law and politics.

Matthew Theut, *Arizona '21*, hired as a recruitment specialist. He graduated with a BA in law and a minor in Spanish from the University of Arizona. He joined the Arizona Alpha Chapter in the fall of 2018 and served as the chapter's public relations chairman and scholarship chairman. He assisted potential new members during the 2019 fall recruitment as a recruitment counselor. Matthew spent two of his college summers working on a boat line on Mackinac Island. His favorite memories of his undergrad were studying in Costa Rica during the summer of 2019 and serving as a legislative intern for Governor Doug Ducey during the 2020 session.

In his free time, Matthew enjoys playing basketball and tennis, working out, and being on the water. He follows college and NBA basketball and keeps up with US politics. He hopes to go to law school and join his father's law firm in Phoenix, Arizona.



Emily Wolfzorn joins the General Headquarters staff as chapter support coordinator. Emily will work with current and emerging chapters, focusing on general chapter operations, finances, recruitment, chapter/member accountability, and new member education through chapter visits and remotely.

In 2019 she earned her bachelor of science in education from Miami University, joined Alpha Omicron Pi, served as president of Panhellenic Council Association, and as a resident advisor. During summers, she helped the Cincinnati Recreation Commission as an inclusion assistant.

She then earned a master's of education in higher education and student affairs from the University of South Carolina.



Mason Whitis, *Ball State '19*, joins the General Headquarters staff as chapter support coordinator. Whitis most recently served the Fraternity as a live-in leadership adviser for the Texas Delta Chapter at SMU in Dallas. There he developed strong relationships with the undergraduates, university, alumni, chapter advisory board, and house corporation.

Mason has attended the Kleberg Emerging Leaders Institute and served as faculty for the Presidents Leadership Conference 2020.

His experience will benefit our current and emerging chapters as he coaches them on finances, recruitment, member accountability, and new member education through chapter visits and remotely.



John Fenner, *St. John's '20*, joins the General Headquarters staff as chapter support coordinator. He earned both his undergraduate degree and MBA from St. John's University. He comes to GHQ from Millsaps College, where he was the coordinator for campus life. As an undergraduate, he served his New York Lambda Chapter as president. As an alumnus, he also served on the chapter advisory board for the chapter.

His higher education experience and his involvement at different levels of the Fraternity will help him in his role working with existing and emerging chapters on member accountability, operations, finances, and health and safety through chapter visits and remotely.



Brayden Hosman, *Wichita State '20*, joins the Phi Delta Theta Foundation staff as an advancement officer.

Before this post, Brayden worked as a finance coordinator with Graham Advisors LLC, focusing on advising and fundraising for political and issue advocacy organizations.

As his chapter's president, Brayden attended the Kleberg Emerging Leaders Institute and the Presidents Leadership Conference, two flagship educational experiences funded in part by the generous donations of the very members Brayden will be working with to tell the story of Phi Delta Theta.

FOUNDATION NEWS

PHILANTHROPY

Funding the Road Ahead for Tomorrow's Leaders

Your generosity provides expanded undergraduate educational offerings

BY COL. STEPHEN M. BLOOMER, USA, RETIRED,
SENIOR VICE PRESIDENT OF ADVANCEMENT

The Phi Delta Theta Foundation provides dependable and predictable revenue to the Phi Delta Theta Fraternity to support scholarship and personal development for its undergraduate and graduate members. As a values-based organization, we endeavor to build men of character who can serve and lead their communities in an ever more complex world. We have an aspirational goal that we are a Phi for Life. In other words, we enrich our life journey through friendship, learning, and living a life for others.

So, what does the Phi Delta Theta leadership society undergraduate experience offer young men, and will the transferable learned skills correlate into a lifetime journey of personal growth, learning, and career success?

Here are the top ten skills employers seek from college graduates according to Monster.com:

- Problem-solving skills. Nine in ten employers seek college graduates with excellent problem-solving skills
- Ability to work in a team
- Strong work ethic
- Analytical skills
- Written communication skills
- Leadership skills
- Verbal communication skills
- Initiative
- Detail-oriented
- Technical skills

The Phi Delta Theta General Council, Phi Delta Theta Foundation, and Phi Delta Theta executive team strategically work to be the best leadership

“*Phi Delt 2030* faces one of the most trying times for fraternities and higher education and a time where leadership is needed in our country. I’m confident there is no better organization than Phi Delta Theta prepared to face this challenge, innovate, and lead.”

—Foundation CEO
Sean S. Wagner,
Widener '02, Case
Statement, *Campaign
2030: A Greater
Version for Tomorrow*



development society. In so doing, we help shape the conversation about the role of fraternal organizations in higher education and purposeful living. As a values-based leadership organization, we accomplish this by promoting and living lives driven by Friendship, Sound Learning, and Rectitude.

You may wonder: how are we innovating to accomplish this mission? Consider our membership development value proposition, the Pursuit of Greatness. The program focuses on addressing the desirable soft skills that employers seek, intending to prepare the most energetic and resourceful leaders with the best leadership development experience available on campuses where our chapters exist. We will know we are on target when all others recognize us as the standard-bearer for fraternal organizations.

How can you help the mission of the Phi Delta Theta Foundation? By providing financial resources through the Phi Delta Theta Foundation to enable the realization of the objectives espoused in the *Phi Delt 2030* strategic plan and proudly living out the values of *The Bond* in your communities. 📖



LEAD BOLDLY

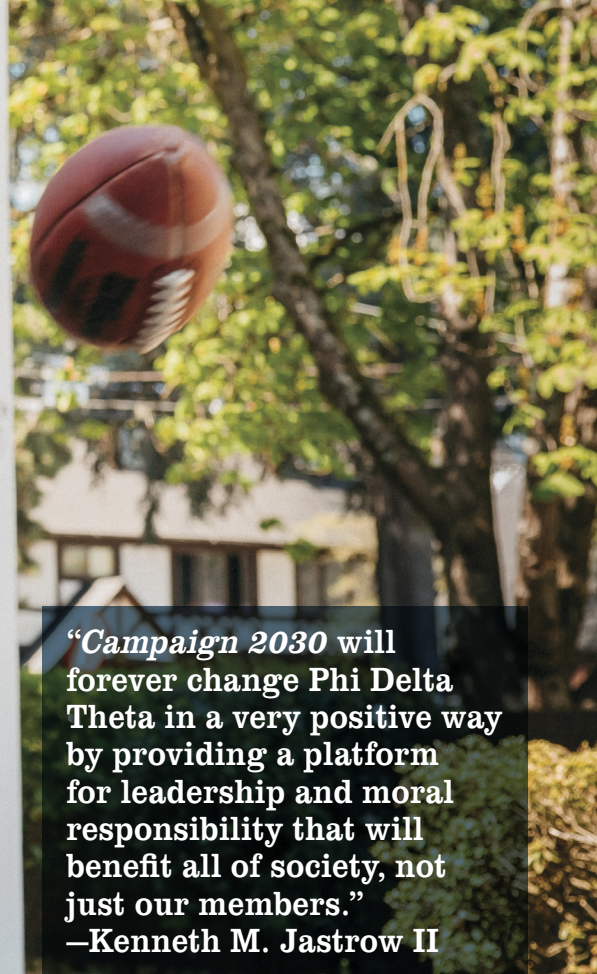
Campaign 2030 A Greater Version for Tomorrow

Phi Delta Theta is leading boldly. In the midst of difficult conditions, we have stayed true to our history and continue to command greatness. Our alumni, undergraduates, volunteers, and staff have led boldly since 1848. With your help, Phi Delta Theta continues to be the premier fraternal leadership development society and to be recognized as such.



A photograph of an older man with white hair, wearing a light-colored cowboy hat, glasses, a blue button-down shirt, and a dark blue V-neck sweater. He is sitting in a light blue wooden chair, with his hands clasped in his lap. He is smiling slightly. The background is a blurred outdoor setting with a stone wall and some greenery.

Since the founding of
Phi Delta Theta in December
1848, our Fraternity
has grown and
developed
into one of
the **leading**
fraternal
organizations
in America.



“Campaign 2030 will forever change Phi Delta Theta in a very positive way by providing a platform for leadership and moral responsibility that will benefit all of society, not just our members.”
—Kenneth M. Jastrow II

Many factors have contributed to the success of Phi Delta Theta, including: (1) Cardinal Principles: Friendship, Sound Learning, and Rectitude; (2) focus on leadership; (3) commitment to helping all Phi Deltas realize the greatest version of themselves; (4) Brotherhood of outstanding men of accomplishment; (5) Dedicated and effective leadership throughout Phi Delta Theta: General Headquarters, General Council, Foundation Trustees, province presidents, chapter advisers, and other volunteers.

The Fraternity has a presence at two hundred campuses and boasts over 180,000 living alumni. We are a large group with an international presence and a reputation for doing things right. Given all this—where are we headed?

To start, Phi Delta Theta implemented new strategic plan, *Phi Delt 2030*. This plan is a road map for the future, based on significant growth, more intense focus on leadership, greater impact on the well-being of every brother, and lifelong connection to the Fraternity

for all Phi Deltas. The plan is ambitious and allows Phi Delta Theta to make a real difference in the lives of our members and, indeed, all of society.

Critical to *Phi Delt 2030* is a new capital campaign: *Campaign 2030: A Greater Version for Tomorrow*. The latest fundraising effort focuses on establishing the largest foundation endowment in the industry by 2030. Launching a comprehensive ten-year goal of \$30 million ensures the aspirations outlined in the strategic plan will be achieved. Part of *Phi Delt 2030* also includes an overarching objective that embodies a Dedication of Excellence. A primary goal of both *Phi Delt 2030* and *Campaign 2030* is for Phi Delta Theta to be recognized as the premier leadership fraternity.

Every Phi Delt has a responsibility to ensure the success of our Fraternity. *Campaign 2030: A Greater Version for Tomorrow* allows all Phi Deltas to directly participate in helping our Fraternity reach its goals. *Campaign 2030* will forever change Phi Delta Theta in a very

positive way by providing a platform for leadership and moral responsibility that will benefit all of society, not just our members. This is a noble undertaking, and together we can make it a reality.

Our brotherhood is strong. Phi Delta Theta is headed in the right direction: onward and upward.

Yours in the Bond,

Kenneth M. Jastrow II, *UT Austin '69*
Chairman

Michael J. Fimiani, *South Florida '89*
Vice Chairman



Campaign 2030: A Greater Version for Tomorrow

A CAMPAIGN TO BE RECOGNIZED AS THE PREMIER FRATERNAL LEADERSHIP SOCIETY

At the Phi Delta Theta Foundation, our mission is to serve as a vessel that enables Phis to fulfill their Phikeia Oath. As we join the Fraternity in the next phase for our organization, our goal is to ensure that the mission of the Fraternity is never deterred due to a lack of resources.

After two successful campaigns, The Living Bond and Building on the Bond, the Phi Delta Theta Foundation held \$26

million in net assets allows for educational grants and scholarships. Over the next decade, we will strategically build upon these campaigns to raise \$30 million in the areas of member development, health and safety, and people support. We will achieve this by securing \$12 million new major gift commitments, \$9 million in Phi Delt Fund dollars, \$5 million in innovation funds, and \$4 million in realized Living Bond Society commitments.

“There is no better time than now to capitalize on the tremendous momentum we have achieved over the past decade. The success of this campaign ensures continued success for decades to come.”
—Michael J. Fimiani

CAMPAIGN 2030 OUTCOMES

Become the Largest Fraternity Foundation
\$30 million raised





Micro-Campaigns: Small Gifts Coming Together to Accomplish BIG Things

When the Phi Delta Theta Foundation first envisioned *Campaign 2030*, we knew we wanted it to be a campaign for everyone from the \$5 donor to the \$5 million donor. As a part of that, we saw the brotherhood joining together over the next ten years to support a series of micro-campaigns that focus on funding specific projects quickly by combining major gifts and crowdfunding.

“Phi Delta Theta has always been about developing leaders. The changes we have made in the last fifteen years make this an even truer statement today. A stronger financial footing for the Fraternity means we can do more for our members, particularly members who may be less ‘well off’ than our average brother.”
—Albert Miller, Colorado State '69

BEYOND A CHECK

At Phi Delta Theta, we are grateful for every gift received—some even come in very creative packages! We talked with the Foundation’s Director of Advancement and Planned Giving Andrew Cole about the diverse way Phis support *Campaign 2030*.

Appreciated Securities:

Cash, credit, Apple, Tesla? We accept all donations here at the Phi Delta Theta Foundation. Many of our alumni donate through appreciated securities which add to our diverse investment portfolio.

Corporate Matching:

More Phis every year take advantage of their company’s corporate matching programs to ensure their donation is making the most impact on Phi Delta Theta education programs. Inquire with your human resources department to see if your company offers a donation match option.

Trusts:

Trusts offer regular or lump-sum payments to both the Foundation and the donor! “We consider all sorts of options with this type of gift—we encourage you to chat with your financial advisor if this is something you’re interested in exploring,” Cole explains.



A Commitment to Pay It Forward

TOM VAN DYKE, KANSAS '60

In 1959, I was honored to receive the Arthur Priest Award during my senior year at the University of Kansas. It came as a great surprise, and the \$500 award was very much appreciated.

On July 17, 2019, I had lunch in Kansas City with Senior Vice President of Advancement Stephen Bloomer. He was seeking support for the *Greater Version for Tomorrow* campaign scheduled to start in 2020. I mentioned that I would be interested in giving back to Phi Delt for the great experiences I had at Kansas Alpha, including receipt of the Arthur Priest Award. I asked about the status of that scholarship fund.

Established in 1954 and given to an outstanding undergraduate member within the Fraternity, Stephen advised me on the following day that the balance in the fund on June 30, 2019, was \$118,174. The award that year included \$4,000, based on paying 4 percent of the fund principal.

Based on that information, I set a goal to raise the fund principal to \$250,000, providing a \$10,000 yearly scholarship. To accomplish the objective, I decided to: (1) make a personal commitment to contribute a substantial amount to *Campaign 2030*, with a dedicated portion used to increase the Priest fund, and (2) seek additional support from other recipients of the Arthur Priest Award.

In August 2019, I sent a personal letter to sixty-four Phis who had received the award, advising them of the status of the fund and the goal to increase it to \$250,000. The Foundation has received commitments from twenty-two recipients of the award, bringing the current fund total to \$161,284.

Micro-campaigns can support a vast array of opportunities for Phis, like scholarships, leadership opportunities, advanced and enhanced programming, volunteer and staff resourcing, and mental health courses. These targeted campaigns allow donors to support efforts that are uniquely important to them.

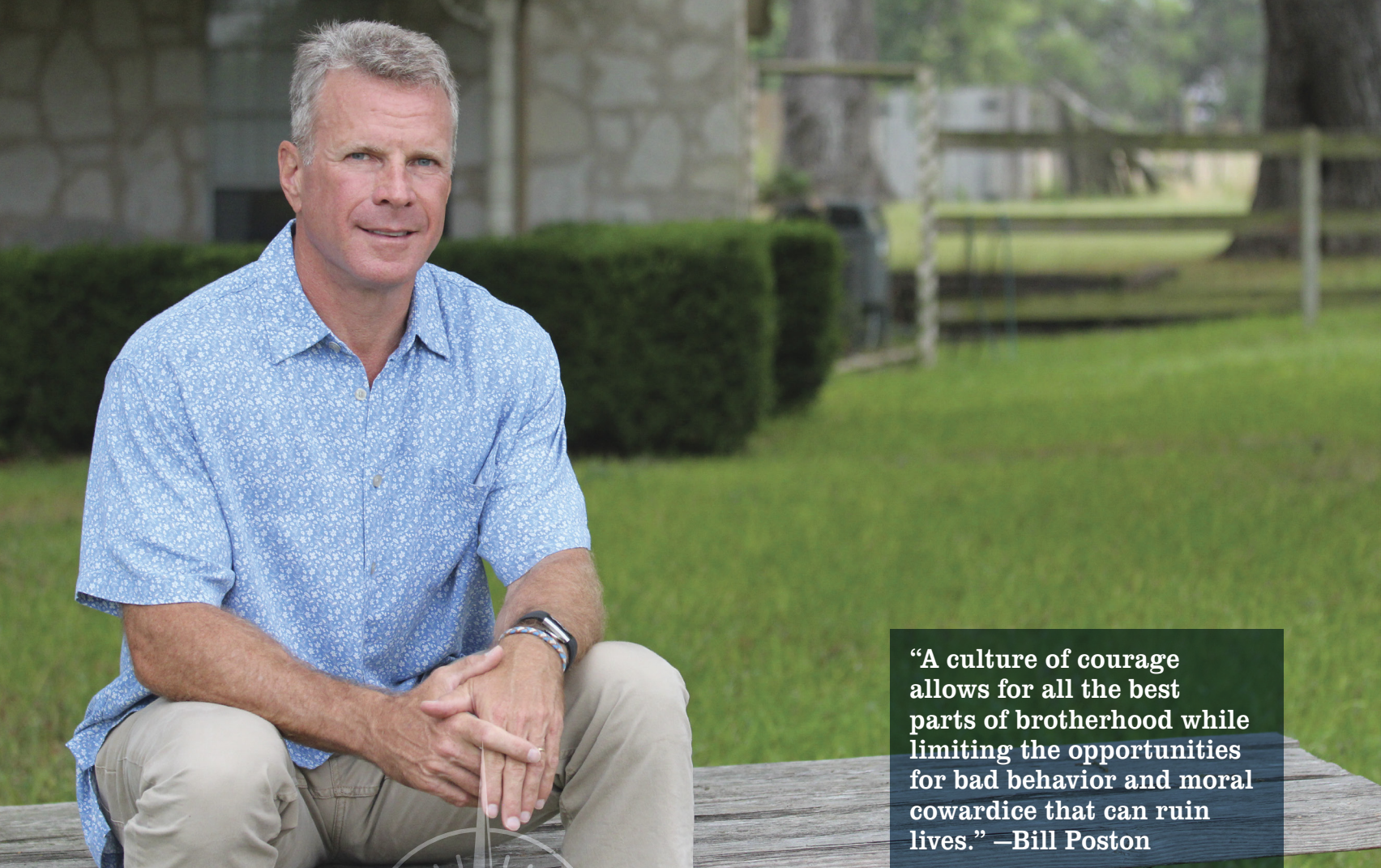
If you're interested in using your gift to challenge others to support a specific program or cause, contact our Director of Advancement and Planned Giving Andrew Cole to learn more about potential micro-campaign opportunities.

Retirement Accounts and Life Insurance: Donors can designate the Phi Delta Theta Foundation as a sole or partial beneficiary of an IRA, 401(k), 402(b), or life insurance policy.

Wills: "We all need to think about our legacy. Writing the Phi Delta Theta Foundation into your will to support member development, people support, or health and safety will ensure your legacy lives on through thousands of young leaders annually. Call me today—let's chat about taking care of your family and your Fraternity," Cole continues.

Recurring Gifts: "In *Campaign 2030*, every gift counts—we must have every Phi involved. What could be easier than making it automatic? You can set up an automatic monthly or quarterly recurring gift through our website or by contacting Ann Foust. You will also join our 1848 Society for loyal recurring donors!"

Other Ways to Give: For those that I have no doubt forgotten, head over to our website phideltatheta.org/foundation/how-to-give/ or feel free to give me a call or drop me a line at the contact information below.
Andrew Cole
513-523-6345 Ext. 236
acole@phideltatheta.org



“A culture of courage allows for all the best parts of brotherhood while limiting the opportunities for bad behavior and moral cowardice that can ruin lives.” —Bill Poston



“The year 2020 taught us you don’t need to go to college to get a degree. You do, however, need to go to college to get an education. The social and interpersonal growth the college experience offers is still invaluable. To advance your leadership education, join Phi Delt!”

—Brad Foster, *Cincinnati* '88

A Culture of Courage

BILL POSTON, TEXAS STATE '88

The Fraternity leadership is working hard to create a culture of courage in Phi Delta Theta, and I am happy to support these efforts. The relationships I developed and the values I learned as a Phi continue to benefit me in all aspects of my life. I believe that the Fraternity should be a place where young men can have a good time without sacrificing their honor—or their futures. We are working to educate members on the fundamentals of principled leadership, bystander intervention, and fraternal values. A culture of courage allows for all the best parts of brotherhood while limiting the opportunities for bad behavior and moral cowardice that can ruin lives.

I know from firsthand experience the devastation that can result from a moment of poor judgment or simply looking the other way. We should celebrate those that lead by example, stand firm for what is right,

and bring their fellow brothers along on the journey to create a courageous culture.

We should all attempt to live up to the oath we took to “strive in all ways to transmit the Fraternity to those who may follow after.”

This promise is ultimately about improving and preserving a system to benefit future generations of our Phi brothers. We can help local chapters thrive by supporting the young men who follow this same oath and stand firm for Phi Delta Theta’s ideals and sacred things.

I pledge \$25,000 to *Campaign 2030* to help make health and safety educational programs a reality. I challenge each of you to join me and “do what ought to be done.” Donating is not just a case of giving back. You will see the results of your investment in the quality of the young men that represent the best fraternity in the world.



DON SCHENK, MCDANIEL '71

Becoming a member of Phi Delta Theta remains one of the three most decisive and impactful acts of my life.

With the many immediate benefits of membership in Phi Delta Theta came responsibilities for the organization's long-term support, which provided me a sound basis of leadership understanding and experience that were foundational to my later life. When I think of supporting the Foundation, I think less about the financial aspects of philanthropy and

What A Greater Version for Tomorrow Means to Me

stewardship—things at which the Phi Delta Theta Foundation excels—but more in terms of providing a solid foundation for future growth, of one's personal progress, but more importantly, for the development of tomorrow's leaders.

The Member Development area specifically motivated me to direct my gift to that strategic initiative because I see it embodying all that it means to be a Fraternity for Life: personal growth, professional readiness and development, and fulfillment in life. These attributes are born of a strong foundation and for which our Fraternity consistently leads the way in thinking and doing. Providing the Fraternity the continuing ability to lead in these areas of member development has been and remains at the heart of almost everything I do for Phi Delta Theta.

When I look at these objectives within

the strategic plan, I see our Fraternity at the dawn of the next decade as a true leadership society with something for everyone regardless of their background or stage in the Phi Delt experience. Indeed, all the pillars of our plan are essential, but this pillar of Member Development and its recognition that providing something for our members is what we are about. It begins with recruitment; extends through induction, initiation, and assimilation into the chapter; and continues onward and further into the post-graduate world, culminating with continuing professional development to complement each brother's selfless service to others as coach and mentor.

Tomorrow will be even greater than today, and I look forward to sharing it with you!



"I support this program for the leadership capabilities it offers our brothers. If you have never followed, you cannot lead. Great leadership is a habit. It is something you embody every day. Leadership is a two-way street. You cannot be a great leader if those around you do not trust you. What will Phi Delta Theta look like in 2030? We will have 250 chapters, double our financial resources in the Foundation, and continue Kleberg educational leadership to train our brothers to be a greater version of themselves."

—Tio Kleberg, *Texas Tech '69*

"I decided to support *Greater Version for Tomorrow* as I experienced a "great version of yesterday," but knew our past model was not sustainable. I have been concerned and disappointed with the many negative stories of the fraternity system in general, and yes even with a few about Phi Delta Theta. I had two choices: to stand down and distance myself from the Fraternity or stand up and try to make a difference. I chose the latter. We can no longer allow a few bad apples to dominate the headlines. I hope my contributions will help our young men understand that it is ok to stand up to what is wrong. It takes courage to do so, which is true leadership, a core value of Phi Delta Theta."

—Bill Lappin, *Wichita State '79*



"Phi Delta Theta has had a very positive impact on my life and I wanted to support the campaign to help ensure its continue success in the future. I think Phi Delta Theta will be stronger than ever in 2030 with a continued focus on helping brothers make lifelong friendships, build their leadership skills, and prepare for life after college."



What the Pandemic Taught Us

TWENTY-FIVE LESSONS LEARNED DURING THE COVID-19 PANDEMIC FROM GENERAL HEADQUARTERS STAFF AND VOLUNTEERS

Every individual, family, community, organization, and company throughout the world felt the effects of the global pandemic. For Phi Delta Theta, it was no different, having to adapt quickly, listen carefully to our members' needs, and work to meet those needs. Throughout the ups and downs, Phi Delta Theta learned countless lessons to help position itself for the future. As we reflect on the 2020–21 school year, the following twenty-five lessons, as explained by our people, stand out as lessons that have brought clarity to Phi Delta Theta.

1 Strategic planning experience paved the way to quickly adapt to a new environment

By Dr. Chris W. Brussalis, General Council president

As demonstrated through its ability to confront and rapidly adapt to the almost daily challenges brought on by the global pandemic, the strategic agility of Phi Delta Theta was enabled through the Fraternity's discipline and process of strategic planning. Our planning process provided the structure to assess the rapidly changing environment thrust upon all of us. As a result, we quickly developed strategy alternatives and made timely resource allocation decisions that passed muster with important evaluation criteria and our risk tolerances. Our strategic

agility and culture of planning enabled us to grow and gain market share while others were battening down the hatches with a sole focus to weather the pandemic storm and survive.

The global pandemic reinforced the value of strategic planning for any organization. The scientific research on the benefits of strategic planning is evident. Organizations that plan outperform on just about every significant metric of performance compared to those that do not. Phi Delta Theta not only weathered the pandemic storm but became significantly stronger in our markets because of our discipline of planning. Over the past decade, we grew, built a robust infrastructure to serve our members better, and accrued financial reserves. These planned resources and assets enabled Phi Delta Theta

“Our strategic agility and culture of **PLANNING** **ENABLED US TO GROW AND GAIN MARKET SHARE** while others were battening down the hatches with a sole focus to weather the pandemic storm and survive.”
—Chris Brussalis

not only to weather the storm but come out stronger while other organizations regroup and rebuild. The COVID-19 pandemic provided a valuable lesson to all of us—strategic planning is an effective tool for stewards of all organizations.

Our undergraduate members should be celebrated after showing their resiliency

**By J. David Almacy,
General Council reporter**

Since 1848, Phi Delta Theta members have faced a plethora of challenges with building our Fraternity into the successful organization it is today. However, I don't think anyone was prepared to contemplate the potential impact that a global pandemic would have on our ability to function, especially on-campus. In addition to determining whether schools would even remain open, history will certainly reflect that 2020 was the year we were all forced to confront an unprecedented paradigm as COVID-19 interrupted every aspect of our daily routine.

Despite the uncertainty, health concerns, fear, and other obstacles presented by the spread of COVID-19, I was both inspired and encouraged by the irrepressible spirit and creativity of our undergraduate members, alumni volunteers, and advisers to adapt and overcome. Once institutions sent students home, members couldn't meet in person. Our chapters moved to

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—David Almacy

a virtual environment and found new ways to host recruitment events, conduct chapter business, initiate new members, and keep everyone engaged. As the virus subsides due to an increase in vaccinations, I'm optimistic that we will benefit from what we learned over the past year. We are stronger after what we have experienced, and I look forward to seeing what Phi Deltas will achieve next once everyone returns to campus in the fall.

HIGHER EDUCATION AND INDUSTRY

**Members of
Greek organizations
remain committed to
their institutions and are
some of the most engaged
students on campus**

**By Charley Pride, Past
President General Council,
Kentucky Eta House
Corporation treasurer**

Working at Western Kentucky as director of student activities and organizational leadership, the pandemic taught us that students want to be connected. With lockdowns and virtual learning, the campus way of life changed drastically. Greek organizations were groups that learned to adapt more quickly than other entities. Despite some bad publicity about overzealous gatherings, Greeks created plans to keep their members engaged, whether in person through small groups or virtually. Members became more of a support system

Our basic tenets provided us with a BLUEPRINT TO SUCCESS AND EVEN TO THRIVE during the pandemic.
—Charlie Pride

to their chapter and chapter members, and they provided an outlet to survive the virtual world and the many gathering restrictions. Our students found ways to be social, to do service, and to promote friendship.

Our basic tenets provided us with a blueprint to success and even to thrive during the pandemic. We learned what it is to be committed to our brothers, our organizations, and our institutions. Because it is in our DNA as Greek members, we stayed engaged with our campus and provided our members and campus with valuable resources. In some cases, we are why students chose to stay on campus and succeed during this challenging time. One lesson we learned during this pandemic is that people do need each other.



other to survive and thrive. We, as Greek members, remained committed to our ideals while showing others the value of our organizations.

Fraternal organizations must focus on building a more diverse membership to enhance their communities and provide a valuable understanding of many cultures

By Austin Deray, diversity and inclusion commissioner

In light of 2020 protests for racial justice, Greek communities are at a moment where they have to acknowledge their past and contend with how to shape their future, committing to an inclusive environment. If current trends continue in collegiate undergraduate population demographics, we will see an ever-growing increase in students who identify as Students of Color and as LGBTQ2IA+. In addition, we need to recognize that our brotherhood exists in both regional and global communities where individuals must possess the knowledge and skills necessary to engage with communities and groups of diverse backgrounds in a socially responsible manner.

Sound learning about cultures and thoughts unconnected to our own is key. We

“We need to recognize that our brotherhood exists in both regional and global communities where individuals must possess the knowledge and skills necessary to **ENGAGE WITH COMMUNITIES AND GROUPS OF DIVERSE BACKGROUNDS** in a socially responsible manner.”
—Austin Deray

will all make mistakes; that's okay, keep trying and growing. Although it may be uncomfortable, don't shy from it; lean into it. Begin to or continue to get involved! Do this by meeting people with diverse backgrounds and attending events and programs that highlight cultures and societies outside your group. Intercede or intervene when you see or hear something that you know is problematic or wrong. Show up! Just showing up for our members will help make a more diverse and inclusive community.

GROWTH AND RETENTION

Chapters should challenge mentalities and policies that discourage year-round recruitment and education of new members

By Steve Good, senior vice president of growth, engagement and philanthropy

A common characteristic found amongst chapters that succeeded throughout the pandemic was thinking differently about the flow of recruitment and new member education. In regular times, campus policies, campus norms, and past approaches generally guide the cadence around these two vital areas of operations. However, the unique realities of this academic year presented many barriers to gather and condensed timelines to educate. As a result, recruitment took more time, and new member education

“A common characteristic found amongst chapters that succeeded throughout the pandemic was **THINKING DIFFERENTLY** about the flow of recruitment and new member education.”
—Steve Good

became more efficient to succeed.

Despite the challenges of the 2020–21 academic year, we hope that our undergraduate chapters will carry forward a year-round recruitment mentality that results in flexible new member educational programs. It might feel different to us, but there is no perfect date or month to join Phi Delta Theta in the eyes of potential new members. If we accept constraints on offering membership, whether, via campus policies or internal mentalities, we will miss out on welcoming many great men into our organization.

The short-term barriers that were in place during the recruitment of new members have led to innovative skills that will be fruitful in the long-term

By Seth Crain, growth coordinator

How do you recruit when you can't gather large groups of individuals? Many asked this question throughout the year, and it was a central question to the recruitment adaptations made by chapters. With the inability to gather groups of potential new members in person in many cases, extra emphasis was placed on social media outreach, cold-calling, examining personal



networks, digital marketing, storytelling around value proposition, small-group and virtual gatherings, and deeper conversations about membership.

These tactics are valuable to recruitment and offered our members the opportunity to build new skills for the future. In the moment, it might have felt somewhat uncomfortable, but in the long term, applying these time-tested sales and marketing strategies will positively affect both our chapters' ability to recruit and the development of our undergraduate members.

Tremendous demand is still present when starting new Phi Delta Theta chapters

By Jim Rosencrans, director of talent acquisition

One of the significant decisions Greek organizations had to make at the beginning of the pandemic was whether they would move forward with expansion opportunities. Many did not, but Phi Delta Theta pressed forward. The decision to maintain a robust expansion schedule amongst campus uncertainty was rooted in the desire to understand the campus recruitment dynamics first-hand. Because the Fraternity's expansion staff has consistently applied the recruitment strategies that our chapters were forced to use because of the pandemic, we knew that our expansion efforts could offer organizational momentum and shared learning opportunities.

“During the 2020–21 academic year, **PHI DELTA THETA WELCOMED THIRTEEN NEW EMERGING CHAPTERS** to its roster, tying the most we've ever inducted in a year.”
—Jim Rosencrans

During the 2020–21 academic year, Phi Delta Theta welcomed thirteen new emerging chapters to its roster, tying the most we've ever inducted in a year. The average size of these new groups only decreased by one member compared to the previous year, and our team realized that demand for the fraternal experience is still strong. We're proud that we were able to offer an experience to our newest founders at a time when they needed it most.

MEMBER DEVELOPMENT

The pandemic forced chapters to think differently about new member education and prioritize the activities that foster connection and positive relationships

By Keith Lopez, Colorado Gamma chapter advisory board chairman

With chapters limited to virtual-only or primarily virtual new member education, they had to take aspects of their current new member education programs and adapt. This required chapters to think outside of what they had done previously and identify the most critical components of their education programs that genuinely foster positive connections and relationships.

“This change **PROVIDED CHAPTER LEADERSHIP WITH A GREAT CHALLENGE AND AN EXCELLENT OPPORTUNITY** to develop these new opportunities to educate their new members.”

—Keith Lopez

This change provided chapter leadership with a great challenge and an excellent opportunity to develop these new opportunities to educate their new members.

The Colorado Gamma Chapter created new Phikeia education opportunities. These included the addition of virtual alumni interviews where Phikeias were paired with young alumni/recent graduates across the country to discuss the impact of Phi Delta Theta over Zoom. In addition, online reflection assignments allowed Phikeias to reflect on the content of education meetings and connections they were making with brothers in the chapter. Finally, the inclusion of big brother activities explicitly tailored to the interests of the big brother and the Phikeia.

Many of these new





CREATE YOUR IDEAL FUTURE

enhancements will likely remain as chapters return to in-person new member education programming.

Online educational opportunities have the potential to make a more significant impact on a greater audience, but the desire for in-person educational experiences also remains

By Clay Coleman, director of education

As with most everything in 2020, online education programs, certifications, and virtual conference events became the new norm. For Phi Delta Theta, this presented an opportunity to double down on bolstering our Ihlenfeld University for Online Education (PDT U) platform. In a matter of months, we created and designed thirty new online education modules, two leadership certifications, and hosted two large virtual conferences, each with multiple tracks. During the 2020–21 academic year, 7,000 members and volunteers participated in our PDT U education experiences.

While our members still prefer in-person events, and they will always be a cornerstone of Phi Delta Theta's education programming, the learning gains from our virtual events matched

“As we look to the future, opportunities to merge in-person programming with online portions of our conferences can have a much farther reach and impact to **PROVIDE LEADERSHIP OPPORTUNITIES FOR MANY MORE PHI DELTS.**”

—Clay Coleman



those at an in-person event. This data suggests that learning can happen at a high level during online programs. As we look to the future, opportunities to merge in-person programming with online portions of our conferences can have a much farther reach and impact to provide leadership opportunities for many more Phi Delts.

10 Providing valuable opportunities to help individuals become the greatest versions of themselves must complement chapter-wide initiatives

By Jesse Moyer, senior vice president of membership development and support

Our undergraduate chapter leaders overcame many operational challenges as they faced reimagining the fraternal experience almost overnight, all while having their lives and educations turned upside down. We have conditioned our chapters to do things in big groups, but operations instantly became fragmented because of distance

“As we navigated the pandemic, it became apparent that Phi Delta Theta **NEEDED TO PROVIDE VALUABLE OPPORTUNITIES FOR INDIVIDUALS** alongside the regular large group initiatives.” —Jesse Moyer

and restrictions. As we navigated the pandemic, it became apparent that Phi Delta Theta needed to provide valuable opportunities for individuals alongside the regular large group initiatives.

One of the big decisions Phi Delta Theta made during the early stages of the pandemic was to fast-track the launch of the Pursuit of Greatness, our four-year membership development program. The program allows individuals to learn about and acquire new skills throughout their undergraduate experience at their own pace. As we work towards certifying the program and applying mentorship opportunities to complement it, we know that a growing collection of individuals working to become their greatest version will result in more vital chapters and a stronger Phi Delta Theta.



11 Developing career-ready skills and showcasing how fraternity membership helps build these skills is more important than ever

By Fred Reimer, Gamma East Province President

As the pandemic wore on this past year, it was clear that being a part of something like a fraternity assisted individuals as they navigated adversity. An essential piece of this assistance was helping our undergraduate members create a vision to see beyond this difficult time. As we did this, we found that alumni increasingly wanted to help our undergrads, especially the soon-to-be graduated seniors.

The New York City Alumni Club found a silver lining as undergraduates and alumni became conditioned to virtual meetings. We were able to host several

“Our alumni provided our students with a **VISION, CONFIDENCE, AND STRATEGIES** for using their fraternity experience to live a successful life despite the current situation.”

—Fred Reimer

industry-focused career panels, enabling alumni throughout the United States and Canada to participate. Alumni expressed that after years of hiring candidates and working with others, those with Greek life backgrounds were more prepared than their peers to communicate, work better with others, and solve complex problems. Several of our alumni participants graduated during previous recessions. In these cases, our alumni provided our students with a vision, confidence, and strategies for using their fraternity experience to live a successful life despite the current situation.

HEALTH AND SAFETY

12 The power of brotherhood and the ability to create a collegiate family have positive effects on the mental health of our members

By Patsy MacDonald, chef at Missouri Beta

Because there was so much isolation on campus this year, family meals at the chapter house provided deep community and a sense of normalcy and comfort. We all worked together to adapt, serve differently, and

“Phi Delta Theta did an excellent job of sharing best practice pandemic mitigation strategies to chapters and alumni so that all could benefit from shared experiences in managing Phi Delta Theta housing.”

—Bart Reuter

maintain strict health and safety guidelines. Together, we did it with helpful undergraduates and reinforced by a very supportive and enthusiastic alumni base. We started the school year intending to be the shining example in the Greek community because we worked together to preserve the best possible environment in very challenging times.

As a chef, I want them to see food as nourishment for their overall health, both physical and mental. The shared family lunches and dinners through the week gave opportunities for the young men to better learn about one another and how each is on his path to greatness.

12 Phi Delta Theta occupies the position of strength because we put *fraternity* in fraternity housing

By Bart Reuter, Walter B. Palmer Foundation Trustee

At Wisconsin Alpha, we had a saying: “You are never alone at Phi Delta Theta.” This simple



yet profound promise is the very definition of *fraternity*. In helping chapters and housing corporations manage their housing assets, Phi Delta Theta demonstrated the power of mutual support in multiple ways throughout the pandemic.

First, the very existence of a facility controlled by a Phi Delta Theta housing corporation is an act of fraternity because that housing would not exist without the support of Phi Delta Theta alumni and undergraduates. Having a Phi Delta Theta facility on (or near) campus provided the ultimate flexibility for our brothers by offering housing options that did not otherwise exist as universities shuttered or restricted their residence halls and dormitories. Second, Phi Delta Theta did an excellent job of sharing best practice pandemic mitigation strategies to chapters and alumni so that all could benefit from shared experiences in managing Phi Delta Theta housing. Third, where a Phi Delta Theta facility struggled financially, the Walter B. Palmer Foundation stood ready to provide financing options and loan deferments.

“Providing **EDUCATION, ACCOUNTABILITY, AND, PERHAPS MOST IMPORTANTLY, SUPPORT** for brothers struggling with alcohol dependency has never been more critical.”
—Dr. Gentry McCreary

By providing housing support to our chapters and housing corporations, Phi Delta Theta puts the *fraternity* in Fraternity housing, and we are all the stronger because of it.

14 Education around alcohol abuse, bystander intervention, and the dangers of hazing remains in the forefront

By Dr. Gentry McCreary, Dyad Strategies

Americans are drinking more due to COVID lockdowns, and fraternity members are not immune to this trend. Data gathered by Dyad Strategies from several national fraternities revealed that binge drinking rates spiked during the pandemic among fraternity members for the first time in five years. This data also indicates that most fraternity members exhibit drinking patterns that public health experts would suggest border on alcohol dependency. Therefore, providing education, accountability, and, perhaps most importantly, support for brothers struggling with alcohol dependency has never been more critical. Chapter leaders need to learn about the support systems on campus (groups, in/outpatient treatment, counseling) and educate their members on these essential resources. Our research also shows

“The pandemic has taught us that **HUMAN CONNECTION CAN OCCUR IN VARIOUS WAYS.**”
—Moe Stephens

that fraternity members are more motivated than ever to engage in hazing designed to reinforce group hierarchy. This “social dominance” hazing motivation spiked during the pandemic, suggesting that a return to normal this fall will bring about an increase in older members looking to assert their authority through mechanisms of power and control. Therefore, setting clear boundaries for acceptable and unacceptable behavior and communicating those boundaries to new and older members alike will be incredibly important this fall. It will also be crucial for chapter leaders to ensure that anyone who oversteps those boundaries is held fully accountable for their behavior.

ENGAGEMENT

15 The virtual-only mentality for everything throughout the past year opened many new opportunities that we can carry forward

By Moe Stephens, General Council treasurer

The past eighteen months have taught individuals, businesses, and organizations a great deal. But, with good or bad lessons, we will all miss an opportunity to challenge the way we approach



life if we just allow everything to go back to the way it was. The world has changed and will continue to change. Yet, the best of us adapts and grows.

One glaring lesson we can all take from the isolation of the pandemic is that people need people. Our Fraternity is built upon the idea that one man is no man, and I have learned throughout my life that nothing is truer. The pandemic has taught us that human connection can occur in various ways. Chapters can now bring in a high-profile alumnus to speak at a chapter meeting more easily and cost-effectively. Phi Delta Theta has also accelerated the delivery of online educational content. In-person events will always be the preference, but we will also continue to supplement in-person events with a virtual component. Many chapters have also been creative with their recruitment and outreach efforts. The question in front of all of us is, how do we blend the in-person with the virtual effectively and efficiently? The Phikeia Oath states, “I will strive in all ways to transmit the Fraternity, not only not less but greater than it was transmitted to me.” Now we know that there are multiple ways to inspire human and fraternal connection. Let’s go live the Oath in the post-pandemic world!

“The Canadian Foundation learned that the power of promotion could be far **MORE SUCCESSFUL WHEN AN EVENT REACHES DIRECTLY INTO THE HOMES** of alumni and undergraduates alike.”
—Rob McInnes



16 Virtual outreach to alumni is just as important as in-person events and can result in heightened engagement

By Rob McInnes, Phi Delta Theta Canadian Foundation president

The pandemic forced chapters and alumni clubs to cancel a wide range of in-person events, from Founders Days to homecoming reunions. The Canadian Scholarship Foundation always relied on these in-person gatherings to announce its annual awards. Without them, we needed to think quickly to develop a new method for publicizing and celebrating our award winners. Our board conceived and produced a live awards event broadcasted on YouTube, and it proved to be even more successful than we had envisioned.

The broadcast announced and profiled each winners’ accomplishments in a consistent format. Along the way, the open-access raised the profile of the Canadian Foundation to our current and potential donors and encouraged undergraduates to consider applying for awards in the future. The Canadian Foundation learned that the power of promotion could be far more successful when an event reaches directly into the homes

“While crises cause hurdles, pain points, and frustrations in the moment, they are also periods that allow organizations such as ours to **IDENTIFY THEIR GAPS AND BECOME BETTER.**” —Bob Biggs

of alumni and undergraduates alike. With such tools as Zoom and YouTube now in everyday use, we’ve decided to make our annual broadcast a permanent event.

17 Reflection of the Fraternity’s resilience through past crises helped provide context for the Fraternity’s future

By Bob Biggs, executive vice president and CEO emeritus (Fraternity), president emeritus (Foundation), LiveLikeLou trustee

Phi Delta Theta has been through several crises since its founding in 1848. Whether it was wars that pulled our members off-campus and into battle or economic depressions that caused college students to delay their education, in each case, Phi Delta Theta adapted to the times and became more robust in the process. While crises cause hurdles, pain points, and frustrations in the moment, they are also periods that allow organizations such as ours to identify their gaps and become better.



Throughout the COVID-19 pandemic, the Fraternity reflected on its past to remain calm and to project confidence for its future. The Fraternity's Since 1848 campaign in early 2021 helped the organization exude this confidence, creating great pride for the organization along the way. As the saying goes, "this too shall pass," which can be a very healthy moment for Phi Delta Theta.

SUPPORT

10 Without the ability to travel, a revised chapter support model that involved more people provided many opportunities to listen and help our chapters navigate the year

By Todd Simmons, director of chapter support

Since the beginning, the cornerstone of the chapter support model is the quality of support the Fraternity gives each chapter. Traditionally, this support has been an in-person experience that incorporated touchpoints with undergraduate leaders while looping in alumni and university stakeholders as needed. Given the circumstances of the past year, we had an opportunity to take this and expand it to yield intentional engagements while bringing

“Looking back on the year, the repositioning of chapter support has created **SIGNIFICANT MOMENTUM FOR FUTURE STRATEGIES** and organizational progress.”
—Todd Simmons

more people into the fold. This method allowed staff, ranging from our executive vice president and CEO to our leadership consultants, to frequently interact with members in new ways.

Collectively, the scope of communication and interactions with our chapters increased significantly this year, and it allowed for great listening opportunities to improve support. Whether coaching students through virtual recruitment or supporting them through restructuring a traditionally in-person event, this new model allowed the organization to grow together in lockstep. Looking back on the year, the repositioning of chapter support has created significant momentum for future strategies and organizational progress.

10 The lessons learned and changing needs of our membership base will continue to adapt the structure of an optimal GHQ staff

By Sean Wagner, executive vice president and CEO

In a matter of weeks, during the early months of 2020, the needs of our undergraduate members and volunteers shifted dramatically. To support them in their time of need, Phi Delta Theta had to make wholesale changes to

“Through this experience, our staff has learned that no matter how we connect, we're in the relationship business. The **QUALITY OF THE INTERACTION** is just **AS IMPORTANT AS THE FREQUENCY.**”

—Sean Wagner

its support and services model. The General Headquarters staff helped define and be a conduit of best practices for chapter operations, as traditional activities turned socially distanced and virtual. We got the process started with expanding the PDT U online platform and by the entire GHQ team rolling up their sleeves to provide more virtual contact than ever with chapter officers and volunteers.

Through this experience, our staff has learned that no matter how we connect, we're in the relationship business. The quality of the interaction is just as important as the frequency. As we move forward, we look forward to returning to our hallmark in-person events like the Kleberg Emerging Leaders Institute and the McKenzie Family Presidents Leadership Conference and getting back on campuses. In addition, we have restructured our teams to provide high-impact touches and technology that will enhance the day-to-day chapter and individual experience.



The Fraternity's volunteer network stepped up to provide heightened support at all levels

By Myra Duritsch, director of volunteer support

Our volunteers, without hesitation, leaned in to support our undergraduate men this past academic year. With the health and safety of our members being a top priority, our volunteers made sure our members were safe by following the COVID-19 protocols set on campus. While in-person meetings with students were few and far between, our volunteers learned to adapt to virtual meetings. While this support method was new for most, our undergraduate members felt value in the support they received, and our annual overall Chapter Advisory Board assessment score continued to rise.

Most importantly, this pandemic has proved that our volunteers are eager to learn and step up to the plate. Not knowing how long the pandemic would last, we hosted a series of webinars throughout the summer months, preparing our volunteers for what the fall semester might

“While this [virtual] support method was new for most, **OUR UNDERGRADUATE MEMBERS FELT VALUE IN THE SUPPORT THEY RECEIVED**, and our annual overall Chapter Advisory Board assessment score continued to rise.”
—Myra Duritsch

look like and how the pandemic could affect our students. We learned that our volunteers find value in the support they receive from General Headquarters through these opportunities. We will continue to offer and enhance our volunteer-specific webinars and educational opportunities.

The service and support of many communities showcased the strength of the Phi Delt network

By Jennifer Morrow, communications coordinator

Since 1848, Phi Delta Theta has led the way by relying on the values established by our Founders. For example, Robert Morrison encouraged all “to do what ought to be done, but would not have been done unless I did it, I thought to be my duty.” The collective work by many hands, particularly in the first couple of months of the shutdown, shows the fortitude of all in the Phi Delta Theta community.

The Fraternity's members and friends supported Phi Delt-owned restaurants, businesses, and recent college graduates. Alumni sponsored new members and mentored chapters during Zoom chapter meetings. Business owners converted production lines to make hand sanitizer. Members

shoveled driveways, cleaned, and raised money to support ALS-affected residents in their towns. Volunteers and parents guided and reassured students.

While we will remember the year 2020 for lives lost, isolation, and traditions canceled, we will also recall that the brotherhood leveraged their strengths to do their duty throughout this trying time. Through the efforts of the men and women of Phi Delt nation, their communities, and by extension the Fraternity, became more robust and prepared to withstand future crises.

Having good technology, processes, and systems is vital to operational success for the organization and its chapters

By Nat Love, General Council member-at-large

To support the goals and objectives of *Phi Delt 2030*, the Fraternity needed to update its technology. The pandemic emphasized this even more if we were to pull our





membership development programming forward. Therefore, we replaced our CRM (Customer Relationship Management) platform with Salesforce, an industry leader. This leading data management engine provides us with a backbone to power our organization. Combined with a state-of-the-art user interface called ChapterSpot, we will be able to meet our organization's needs for years to come. This new CRM platform will support the needs of our undergraduates, volunteers, staff, and alumni to allow us to be the best fraternal organization in our industry.

Through the leadership of Dylan Berg and the GHQ staff, we were able to successfully move through our data conversion and deliver some early tools. Greekbill, which assists our chapters with their finances, was the first tool offered. myPhiDelt followed next as a central hub for our chapters to stay organized and includes information and tools for volunteers and alumni. We also provided free chapter websites and recruitment technology to facilitate effective and professional marketing and membership intake. These services are just the beginning, as our new platform will help us develop networking tools, data visualizations, and much more. As the initiatives of *Phi Delt 2030* unfold,

“This new CRM platform will support the needs of our undergraduates, volunteers, staff, and alumni to allow us to **BE THE BEST FRATERNAL ORGANIZATION IN OUR INDUSTRY.**”
—Nat Love

ChapterSpot and Salesforce will be there to support us.

FUNDING

Donors offered greater support of Phi Delta Theta's needs during the pandemic and visions for the future

By Andrew Cole,
director of advancement
and planned gifts

Our advancement team had to cancel half a dozen alumni meetings beginning on March 15, 2020. A few days passed, and we realized this could last a few months, so the team immediately went into outreach mode while focusing on the human condition. We made calls, sent emails, and most notably wrote personal notes. Philanthropy is about relationships, and the conversations we were able to have over the phone and Zoom as the pandemic was taking root were quite remarkable. During this same time, we received an overwhelming amount of correspondence from various companies, charities, schools, etc., as everyone was trying to figure out how to communicate around the unknown. We were able to break through the noise with our numerous alumni during these hectic days, which was very

“Our alumni brothers appreciated hearing from their brotherhood at a time when **BROTHERHOOD MEANT THE MOST.**” —Andrew Cole

rewarding. Our alumni brothers appreciated hearing from their brotherhood at a time when brotherhood meant the most. We simply discussed life, family, and well wishes, and all of us were asked how the Fraternity was doing during the pandemic.

Our alumni made it clear throughout our many conversations that if they could financially support Phi Delta Theta, they would do so. The first significant opportunity to do this was our August 4, 2020, Day of Giving, when we hosted the largest one-day donor event in Phi Delt history. We raised more than \$110,000 for the areas of greatest need. This event, combined with the Fraternity's expedited needs to successfully navigate the upcoming academic year and permanent changes to higher-ed, allowed our team to have real-time conversations with supporters, allowing them to join us and have an immediate impact.



04 Phi Delt get more than they give when they serve ALS families

By Suzanne Alexander, LiveLikeLou director

We have lost count of the Phi Delt who have thanked us for connecting them with volunteer opportunities to serve ALS families. One might think the opposite is true: finding the time and energy to help others comes at too high of a price to volunteer, especially during a pandemic. But, instead, we see the sense of teamwork, problem-solving, and purpose that volunteers feel after they serve, which is invaluable.

Over the last year, hundreds of alumni and undergraduate brothers masked up, left the safety of their homes and campuses, and introduced themselves to ALS families in their communities. And then they volunteered, sometimes once, sometimes on multiple occasions. They sent us photos and notes of gratitude such as, “This was a day we will remember for the rest of our lives,” and “We loved

“Over the last year, **HUNDREDS OF ALUMNI AND UNDERGRADUATE BROTHERS** masked up, left the safety of their homes and campuses, and introduced themselves to ALS families in their communities.”

—Suzanne Alexander

spending time with the family.” Research indicates volunteerism generates self-esteem, community-building, and even happiness. Our expanded number of Phi Delt who volunteered for ALS families during the most challenging year is proof.

05 The Fraternity's cost-effective position in the industry coupled with a focus on financial stewardship provided great stability to the organization

By Tom Shumate, senior vice president of finance

As the pandemic hit, the inevitable question came up regarding future revenue expectations. Knowing that the pandemic would probably have a negative impact on membership revenues, we had to think through how to financially weather the situation and still provide significant value to our members. Also, knowing the fiscal difficulty our members and chapters might find themselves in, we knew that we needed to reduce fees and provide additional opportunities for economic support where we could. Thankfully, Phi Delta Theta has always positioned itself in the middle of the pack regarding membership costs within the industry.

“In keeping costs low and providing enduring value to our members, we could mitigate some of the expected membership decreases and **MAINTAIN FINANCIAL STABILITY WHILE PROVIDING LASTING VALUE TO OUR MEMBERS.**”

—Tom Shumate

Through a collaborative effort of our staff and changes in our chapter support and education models, we reduced costs by over 20 percent. Further, we developed a new highly rated chapter support model that was less expensive and yet provided a better level of chapter support. We also created highly attended new online educational opportunities at cost savings from our prior educational models. In keeping costs low and providing enduring value to our members, we could mitigate some of the expected membership decreases and maintain financial stability while providing lasting value to our members. 🍷

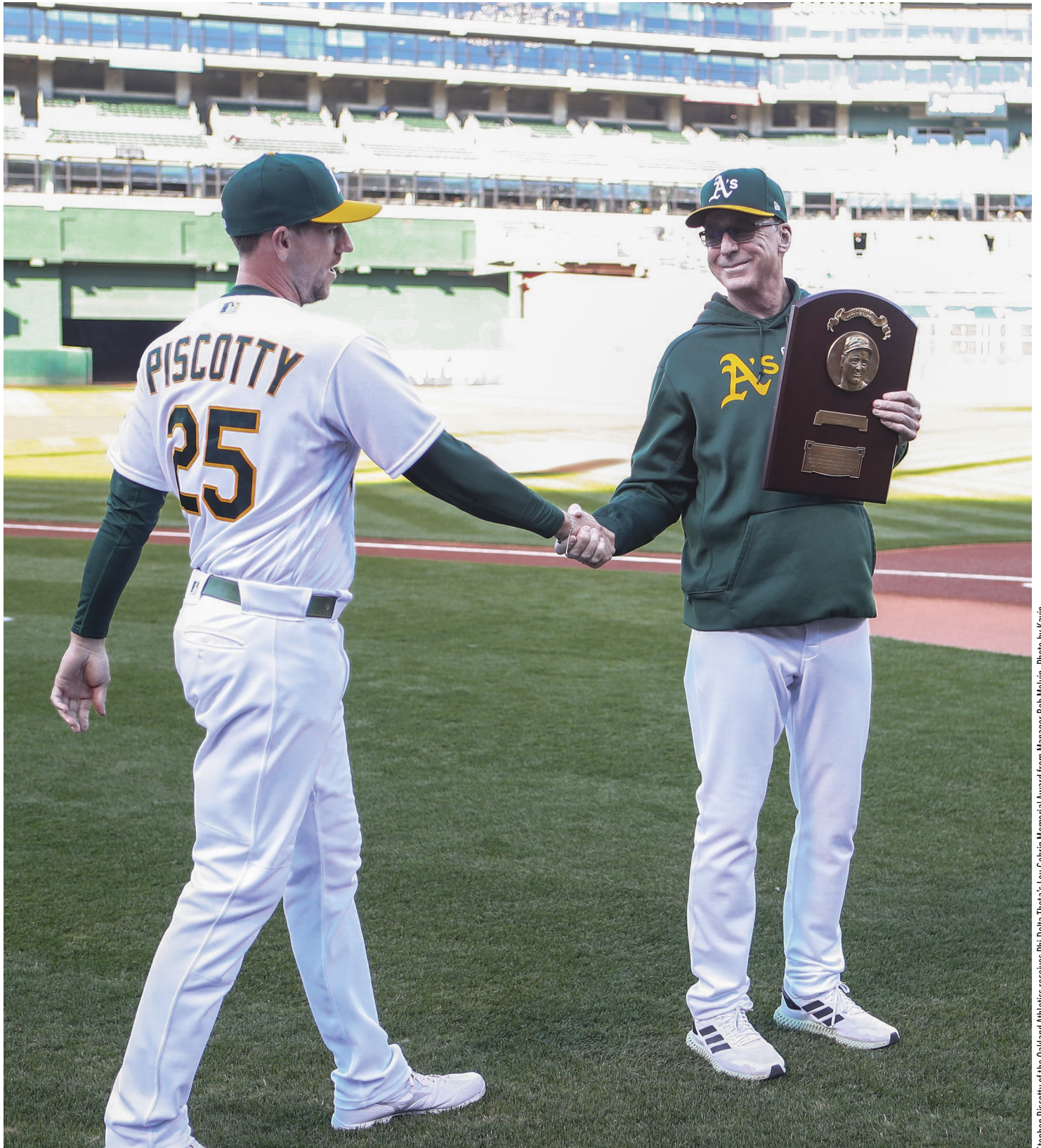
DO YOU HAVE A LESSON YOU WOULD LIKE TO SHARE FROM THE 2020-21 SCHOOL YEAR?

Email your story to editor@phideltatheta.org and you may be featured in the next issue of *The Scroll*!



RECTITUDE

A positive and ever-deepening search for
union with others where the morality of
one seeks the good of the other.



Stephen Piscotty of the Oakland Athletics receives Phi Delta Theta's Lou Gehrig Memorial Award from Manager Bob Melvin. Photo by Kevin Mistry for MLB. Major League Baseball trademarks and copyrights are used with permission of Major League Baseball. Visit MLB.com.



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MLB HITS A HOME RUN

Lou Gehrig Gets His Day

Honoring the legacy of Brother Gehrig and elevating ALS awareness

BY STEVE GOOD, SENIOR VICE PRESIDENT OF GROWTH, ENGAGEMENT AND PHILANTHROPY

In early March, Major League Baseball announced that it would celebrate Lou Gehrig Day annually on June 2. Gehrig joins Jackie Robinson and Roberto Clemente as the only players to have a day reserved in their honor throughout the league. For those affected by ALS and those who support and advocate for the disease, the announcement was a moment for great celebration. The annual event provides another major platform to strengthen Lou Gehrig's legacy. It also gives many ALS families hope that heightened awareness and funding for this awful disease will bring significant progress and a cure.

Why June 2? It is the day in 1925 that Gehrig began his record-breaking consecutive games streak (2,130) and later, the day the Iron Horse died eighty-two years ago.

It's no secret that Phi Delta Theta and its members care about leaving ALS better than we found it. Since 1955, the Fraternity has proudly presented the

Lou Gehrig Memorial Award to a Major League Baseball player who exemplifies the characteristics of our beloved Fraternity brother, both on and off the field. In 2018, the Fraternity launched the national LiveLikeLou Foundation to take our commitment and impact to the next level. Every day we see our members serving ALS families, raising vital dollars, hosting philanthropic events, becoming Iron Phis, and sparking progress in their communities. Phi Delta Theta continues to build an army of support for ALS.

To celebrate Lou Gehrig Day, Major League Baseball clubs planned unique celebrations, ALS-related organizations rallied their people, and fans filled stadiums to be a part of this special day. Phi Delta Theta announced Stephen Piscotty of the Oakland Athletics as the recipient of this year's Lou Gehrig Memorial Award and later presented it to him at RingCentral Coliseum on June 8. Stephen, an ALS advocate, lost his mother to the disease and is highly involved with organizations dedicated to raising

awareness and funds for ALS research.

Lou Gehrig Day celebrations at the Cincinnati Reds and Pittsburgh Pirates ballparks included a special presentation and donation of Permobil power wheelchairs to ALS patients in those communities, organized through a partnership with Phi Delta Theta and the LiveLikeLou Foundation.

Due to the pandemic, Phi Delta Theta could not present the Lou Gehrig Memorial Award in 2020 to last year's recipient, Buster Posey, of the San Francisco Giants. Posey was featured before the Giants game on June 3 against the Cubs, with a special video highlighting the award.

The inaugural Lou Gehrig Day proved to be momentous, and we look forward to seeing how the efforts progress over the years. As Phi Deltas, we have so much to be proud of being associated with Lou Gehrig. Let's continue to do everything we can to honor his legacy.

IRON PHI



Derek Guzman, *La Verne '22*, became Iron Phi #1147 after raising \$1,625 and hiking six California peaks

Iron Phi Emerges as Standout Program During the Pandemic

Finding stability, staying healthy, and supporting a cause during a trying year

BY STEVE GOOD

During the 2020–21 academic year, Iron Phi participants raised \$350,000, a new program record. Alongside the fundraising record, 680 new registrants and 170 new

Iron Phis also set new marks for a given academic year. Many have asked about the factors contributing to great Iron Phi success during a trying year, and three main factors stand out as the drivers.

Iron Phi has always been a program that has attracted motivated individuals. Those who participate can sign up on their own and work towards achieving their fundraising and athletic goals. In a year that created significant barriers for group activities, Iron Phi offered a solution to individuals who still wanted to impact the ALS cause and Phi Delta Theta.

Throughout the year, many Iron Phi participants stated that the program offered a positive and healthy outlet during a time when many challenges were present.

Personal wellness and mental health initiatives have come to the forefront over the past few years, and the Iron Phi challenge allowed participants to stay active, achieve goals, move forward, and feel good along the way.

Finally, the recent momentum around the legacy of Lou Gehrig and Major League Baseball's Lou Gehrig Day provided great wind for the program's sails. When a cause gains visible awareness in high-profile venues, people want to be a part of it. 🏆

The GEHRIG WORKOUTS

COLLEGIATE
Honoring Lou Gehrig's college batting average (.444) that caught the attention of the pros

- 4K RUN + 40 PUSH-UPS
- 40 SIT-UPS
- 40 SQUATS

MAJOR LEAGUE
Honoring the year Lou Gehrig retired from baseball due to ALS (1939)

- 4K RUN + 100 PUSH-UPS
- 90 SQUATS
- 300 SIT-UPS
- 90 LUNGES

HALL OF FAME
Honoring the consecutive games streak (2130) that made Lou Gehrig a legend

- 4K RUN + 2,130 REPS (CHOOSE YOUR OWN COMBO OF PUSH-UPS, SIT-UPS, PULL-UPS, SQUATS, LUNGES, WEIGHTS)

IRON PHI
EST. 2010

IRONPHI.ORG

NEW IRON PHIS

- | | | | |
|------|---|------|--|
| 1051 | Josh Larriviere, <i>Texas Upsilon</i> | 1114 | Caden Fuqua, <i>Nebraska Alpha</i> |
| 1052 | Vianney Careaga, <i>Arizona Alpha</i> | 1115 | John (L.J.) Hajduch, <i>Nebraska Alpha</i> |
| 1053 | Chris Rehagan, <i>Missouri Alpha</i> | 1116 | Evan Smigel, <i>Ohio Mu</i> |
| 1054 | Josh Nelson, <i>Idaho Alpha</i> | 1117 | Bailey Otto, <i>New Jersey Delta</i> |
| 1055 | Dylan Papp, <i>Ohio Epsilon</i> | 1118 | Aidan Ryan, <i>Nebraska Alpha</i> |
| 1056 | Sam Nelson, <i>Utah Alpha</i> | 1119 | Matt Jimenez, <i>New Jersey Delta</i> |
| 1057 | Shane Manier, <i>Pennsylvania Beta</i> | 1120 | Josh Tagtmeyer, <i>Missouri Alpha</i> |
| 1058 | Gavin Gertsen, <i>New York Kappa</i> | 1121 | Brennan Wright, <i>New Hampshire Beta</i> |
| 1059 | Ricky Pulisciano, <i>New Hampshire Beta</i> | 1122 | Dan Baptista, <i>Florida Kappa</i> |
| 1060 | Seth Capizzi, <i>North Carolina Delta</i> | 1123 | Alexander Mueller, <i>Nebraska Alpha</i> |
| 1061 | Nathan Brown, <i>Kansas Gamma</i> | 1124 | Richard Diaz, <i>New Jersey Delta</i> |
| 1062 | Owen Kish, <i>California Phi</i> | 1125 | Kyle Barrett, <i>New Jersey Delta</i> |
| 1063 | Luke Smith, <i>North Carolina Delta</i> | 1126 | Justin Schaff, <i>New Jersey Delta</i> |
| 1064 | Kaleb Arends, <i>Missouri Zeta</i> | 1127 | Jonathan LaHue, <i>Missouri Alpha</i> |
| 1065 | Jonathan Martinez, <i>New York Lambda</i> | 1128 | Christian Beauchamp, <i>Missouri Delta</i> |
| 1066 | Ronald Young, <i>Idaho Alpha</i> | 1129 | Michael Day, <i>Nebraska Alpha</i> |
| 1067 | David Underwood, <i>Florida Iota</i> | 1130 | Ethan Padilla, <i>Washington Epsilon</i> |
| 1068 | Tommy Adamiak, <i>New Jersey Gamma</i> | 1131 | Miller Jupiter, <i>Washington Epsilon</i> |
| 1069 | Jack Kavanaugh, <i>Missouri Alpha</i> | 1132 | Braeden Harlow, <i>Washington Epsilon</i> |
| 1070 | Vincenzo Rudy, <i>Kentucky Iota</i> | 1133 | Tony Magistro, <i>Ohio Mu</i> |
| 1071 | Jon Lawler, <i>Kentucky Eta</i> | 1134 | Grant Ballard, <i>Texas Delta</i> |
| 1072 | Anthony Rose, <i>New Jersey Gamma</i> | 1135 | Riley Eggleston, <i>Washington Epsilon</i> |
| 1073 | Tyler Magans-Merrick, <i>New Jersey Gamma</i> | 1136 | Harrison Zuckerberg, <i>Texas Delta</i> |
| 1074 | Julian Campofiori, <i>New York Kappa</i> | 1137 | Blake Thompson, <i>Missouri Zeta</i> |
| 1075 | Kyle Bhiri, <i>New York Kappa</i> | 1138 | Liam Mayse, <i>Missouri Zeta</i> |
| 1076 | Harry Hughes, <i>New York Kappa</i> | 1139 | George Zain, <i>New York Kappa</i> |
| 1077 | Robert Lehman, <i>Kentucky Epsilon</i> | 1140 | Lucas Farrow, <i>Missouri Zeta</i> |
| 1078 | Frankie Marrone, <i>New Jersey Epsilon</i> | 1141 | Jack Skidmore, <i>Texas Delta</i> |
| 1079 | Drew Holder, <i>New York Kappa</i> | 1142 | Jordan Rattray, <i>New York Kappa</i> |
| 1080 | Ari Lieberman, <i>Missouri Beta</i> | 1143 | Jeremiah Brown, <i>Missouri Zeta</i> |
| 1081 | Mike Indomenico, <i>New York Kappa</i> | 1144 | Brandyn Chaney, <i>Washington Epsilon</i> |
| 1082 | Kyle Lawson, <i>Michigan Beta</i> | 1145 | Daniel Roberts, <i>Kentucky Iota</i> |
| 1083 | David Medina, <i>Pennsylvania Beta</i> | 1145 | Eric Bianchi, <i>New Jersey Gamma</i> |
| 1084 | Shivam Bhavsar, <i>Florida Omicron</i> | 1147 | Derek Guzman, <i>California Rho</i> |
| 1085 | Logan Kelly, <i>Indiana Kappa</i> | 1148 | Antonio Castro, <i>Texas Delta</i> |
| 1086 | Jackson Woody, <i>Virginia Eta</i> | 1149 | Ryan Campbell, <i>Indiana Kappa</i> |
| 1087 | Steven Hoffman, <i>Virginia Eta</i> | 1150 | Devyn Miller, <i>Wisconsin Gamma</i> |
| 1088 | Sean Jarchow, <i>Colorado Gamma</i> | 1151 | Henry Ingram, <i>Virginia Eta</i> |
| 1089 | Jarod Fixmer, <i>Colorado Gamma</i> | 1152 | Zach Coates, <i>New Jersey Gamma</i> |
| 1090 | Zach Safer, <i>Indiana Gamma</i> | 1153 | Anthony Gazzola, <i>New Jersey Gamma</i> |
| 1091 | Luke Hesse, <i>Kansas Gamma</i> | 1154 | Christian Hall, <i>Texas Upsilon</i> |
| 1092 | Patrick Norris, <i>Minnesota Beta</i> | 1155 | Mason Walczak, <i>New Jersey Gamma</i> |
| 1093 | Nolan Lombardo, <i>Missouri Alpha</i> | 1156 | Andy Ram, <i>Maryland Alpha</i> |
| 1094 | Erich Hegenbart, <i>New Jersey Delta</i> | 1157 | Luke Mueller, <i>Maryland Alpha</i> |
| 1095 | Logan Aquino, <i>New York Lambda</i> | 1158 | Riley Pella, <i>Wisconsin Gamma</i> |
| 1096 | Sam Sanders, <i>Oklahoma Beta</i> | 1159 | Sammy Bluso, <i>Kentucky Epsilon</i> |
| 1097 | Dylan Zack, <i>New York Kappa</i> | 1160 | Nick Currie, <i>Indiana Alpha</i> |
| 1098 | Ben McDonough, <i>Missouri Alpha</i> | | |
| 1099 | Dexter Neustadt, <i>Wisconsin Zeta</i> | | |
| 1100 | Daniel Draves, <i>Missouri Beta</i> | | |
| 1101 | Michael DelBene, <i>New York Kappa</i> | | |
| 1102 | Caleb Lappe, <i>Missouri Zeta</i> | | |
| 1103 | Greg Scott, <i>Pennsylvania Eta</i> | | |
| 1104 | Drew Harkins, <i>North Carolina Zeta</i> | | |
| 1105 | Rory Hibbler, <i>Georgia Alpha</i> | | |
| 1106 | Matt Grande, <i>Maryland Beta</i> | | |
| 1107 | Anthony Canaletich, <i>New York Kappa</i> | | |
| 1108 | Tyler Wolf, <i>Nebraska Alpha</i> | | |
| 1109 | Josh Rosenel, <i>New Jersey Delta</i> | | |
| 1110 | Michael Marciante, <i>New Jersey Delta</i> | | |
| 1111 | Nolan Mauk, <i>Nebraska Alpha</i> | | |
| 1112 | Brock Holmes, <i>Ohio Mu</i> | | |
| 1113 | Zach Utech, <i>Nebraska Alpha</i> | | |



Jack Kavanaugh, *Missouri '22*, became Iron Phi #1,069 after completing a fifty-mile bike ride from the Missouri Alpha Chapter House in Columbia, Missouri to Robert Morrison's gravesite in Fulton.



Nebraska Alpha (Nebraska) Phis became Iron Phi after completing a seventy-mile bike ride from TD Ameritrade Stadium in Omaha to their chapter house in Lincoln.

THE MISSION OF IRON PHI

is to strengthen the Phi Delta Theta International Fraternity and the impact it has on the fight against Lou Gehrig's disease through the fundraising and athletic efforts of its members. To become an "Iron Phi," members of Phi Delta Theta (both undergraduates and alumni) must select an athletic endeavor of their choice (any type of athletic event is eligible), raise \$1,000 through the Iron Phi website, and accomplish the athletic endeavor itself. Iron Phi participants have achieved incredible athletic milestones to raise money for ALS and Phi Delta Theta's leadership development initiatives. To begin your Iron Phi journey, visit ironphi.org.

LIVELIKELOU



LIVELIKELOU FOUNDATION UPDATES

It's A Whole New Ballgame for ALS Research

Vanderbilt University Medical Center is next up to bat for ALS

BY SUZANNE ALEXANDER, LIVELIKELOU DIRECTOR

LiveLikeLou has announced its latest initiative, *It's a Whole New Ballgame for ALS Research*. This campaign teams up with Vanderbilt University Medical Center (VUMC) in Nashville, Tennessee, to establish new, pre-clinical, and innovative science for Amyotrophic Lateral Sclerosis (ALS) and funding the region's most significant investment in ALS discovery. Area Phi Delta Theta undergraduates and alumni are already supporting the campaign.

"We are determined to engage more leading research organizations in the fight against ALS," said LiveLikeLou Foundation Chairman W.L. Gray, *TCU '70*.

"More than 16,000 American families suffer from ALS every single day," Gray added. "Bold investments like this, with world-class partners,

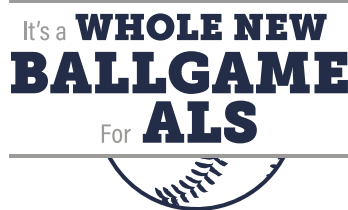
will help find treatments and cures."

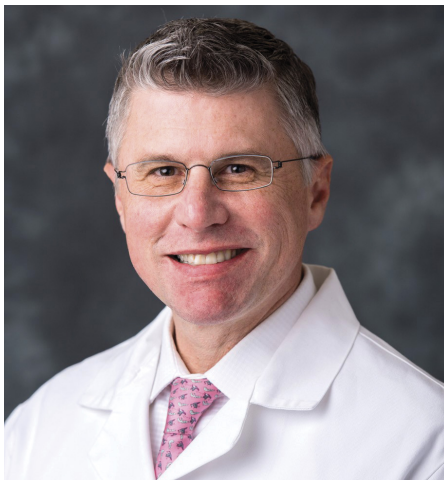
LiveLikeLou chose VUMC for the next research initiative because of their existing ALS clinical research, imaging, genomics, drug discovery, and leading research funding track record from government entities such as the National Institutes of Health ("NIH") and the Department of Defense.

"Every grant we have made for ALS research has spurred new commitments from institutions and scientists," said LiveLikeLou Vice Chairman Gaylon Morris, *Southwestern '87*. Morris leads the LiveLikeLou Scientific Research Committee, comprising leading contributors from the University of Arizona, the University of Michigan, The Barrow Neurological Institute, and Knopp Biosciences.

"Since inception, LiveLikeLou has invested more than \$3 million in ALS research, leading to three patents

“More than 16,000 American families suffer from ALS every single day. Bold investments like this, with world-class partners, will help find treatments and cures.”
—W.L. Gray





pending, new research collaborations, and even more grants from other funders,” Morris explained. “Although we are a relatively new foundation, we are really proud of the impact our investments are already having on the science.”

“VUMC is honored by this partnership and the enthusiastic support we are developing for ALS research,” said Dane Chetkovich, MD, PhD, Chair, VUMC Director of Neurology.

“Community partners influence our research priorities when they want to invest in specific scientific questions,” he explained. “When private funds lead the way, public funds from larger institutions and government agencies like the NIH often follow.”



PHI DELTS JOIN THE TEAM

The phase one goal for *It's a Whole New Ballgame for ALS Research* campaign is two-fold: to raise \$3.5 million and to help recruit VUMC's new Director of ALS Research. The director is charged with leading novel investigations, building a productive research laboratory, and supporting their premier ALS clinical practice.

The Nashville family of Evan Campa, diagnosed with ALS at the age of thirty-seven, has joined the campaign as the local ALS advocate for research. Along with her husband, Eben, and their two small children, Evan is recruiting her local family and friends to support fundraising efforts.

Eta South Province President Todd Nisbet, *USC '87*, has organized undergraduate brothers from Middle Tennessee State and Tennessee Tech to support gatherings hosted by Evan's family. They have already begun campus fundraisers.

“The province is rallying alumni and undergraduate members to make this campaign successful,” Nisbet said. “We are looking forward to the fall semester to help raise even more funds for research.”

Austin Smith, president of the Tennessee Tech chapter said, “Our motto ‘we enjoy life by the help and society of others’ guides our philanthropy goals, and supporting this project is a great fit for us.”

“ALS has been Phi Delta Theta's primary cause for decades,” W.L. Gray said. “I am proud our brotherhood is still in the fight to find a cure and encouraged by alumni and undergraduate members that have already stepped up with support.”

The LiveLikeLou Foundation is recruiting community businesses, family foundations, and local leaders to support the campaign, and, at publication, has raised or pledged more than 60 percent of the funds needed.

Learn more about the *It's a Whole New Ballgame for ALS Research* campaign at <http://phide.lt/wholenewballgame>.

TOP LEFT: W.L. Gray and Todd Nisbet.

TOP RIGHT: Evan Campa and family.

BOTTOM LEFT: Dane Chetkovich, MD, PhD.

BOTTOM RIGHT: Tennessee Tech and MTSU Phis volunteering.

TRUE BLUE



LOU GEHRIG MEMORIAL AWARD

Stephen Piscotty of the Oakland A's Receives Gehrig Award

Piscotty's experience with his mother's ALS battle has led to personal advocacy of disease

Stephen Piscotty's introduction to amyotrophic lateral sclerosis (ALS), also known as Lou Gehrig disease, was when his mother, Gretchen, was diagnosed with ALS in 2017, while Stephen was with the St. Louis Cardinals. Following an offseason trade to play for his hometown Oakland A's, Stephen moved home to the Bay Area and lived with his parents and two younger brothers. Six months after the trade, Gretchen passed away on May 6, 2018, with Stephen and the entire Piscotty family by her side.

As the A's left for an East Coast road trip, Stephen stayed home for three days to mourn the passing of his mother with his family and closest friends. When he rejoined the club in Boston, he hit a home run over the Green Monster in his first at-bat, sparking a four-plus-month run that culminated in the best season of his career.

During his mother's battle with ALS, Stephen became extremely

involved with organizations dedicated to raising awareness and funds for much-needed ALS research, including the ALS Therapy Development Institute and the ALS Association's Golden West Chapter. After Gretchen passed, Stephen, his father, and two brothers founded the ALS CURE Project, which has one goal: rid the world of ALS so no one has to suffer Gretchen's fate. The ALS CURE Project, a 100 percent volunteer-based organization, leads research to support the goal of finding a cure for ALS. Since its inception, the ALS CURE Project has funded \$700,000 of ALS research.

In 2018, the A's introduced their ALS Awareness Day at the Coliseum, helping to raise awareness and funds for ALS research. In 2019, Stephen served as a spokesperson at the MLB Winter Meetings in San Diego for the MLB Winter Meetings Auction that raised funds for ALS research by auctioning items and experiences from all thirty MLB clubs. In 2020,



the Piscotty family participated in the Mike Crawford Golf Tournament that featured thirty MLB players and benefited the ALS CURE Project.

Due to the COVID-19 pandemic, the Oakland A's were not able to welcome fans to the Coliseum during the 2020 season. The Club launched the Coliseum Cutouts program, bringing fans to the ballpark in the form of cardboard cutouts that were displayed in seats throughout the season. The A's and the Piscotty family joined forces to introduce the ALS CURE Project Foul Ball Zone, benefiting the ALS CURE Project. The nearly 1,200 fans who purchased a cutout in this special section each received an autographed photo from Stephen, and fans who "caught" a foul ball were sent an autographed baseball.

ON THE FIELD

Stephen, a Pleasanton, California native and Stanford University grad spent the first six seasons of his professional career in the St. Louis organization before he was traded to the A's following the 2017 season. Piscotty is a .255 hitter with forty-five home runs and 161 RBI in 289 games in three seasons with Oakland after batting .268 with 38 home runs and 163 RBI in 323 games in three years with St. Louis. He has played in the postseason three times (2015, 2018, 2020) and is a .269 hitter with three



Buster Posey receives the Lou Gehrig Award at Oracle Park

home runs and six RBI in eight games. Piscotty had career highs in doubles (41), home runs (27), RBI (88), and extra base hits (68) in his first season with Oakland in 2018, while also navigating his mother's declining health and eventual passing. He was named the Cardinals organization Minor League Player of the Year in 2015.

In 2020, Piscotty's average of 5.48 at bats per RBI was the best mark of his career, and he hit .304 with runners in scoring position. Piscotty started a team-leading forty-four games in right field in 2020 and did not commit an error in seventy-five total chances.

BUSTER POSEY PRESENTATION

Just prior to the pandemic, Phi Delta Theta announced that Buster Posey of the San Francisco Giants was the 2019 recipient (awarded in 2020) of the Lou Gehrig Memorial Award. Because of COVID-19 restrictions and Posey opting to sit out the 2020 season,



Phi Delta Theta, along with The LiveLikeLou Foundation, Permobil Foundation, and the Western Pennsylvania Chapter of The ALS Association surprise ALS patient Dan Wingerter with a new wheelchair at PNC Park on Lou Gehrig Day

his award presentation occurred on June 3, 2021, in conjunction with the team's Lou Gehrig Day celebration.

PERMOBIL FOUNDATION AND LIVELIKELOU PARTNERSHIP

In partnership with the Permobil Foundation and the LiveLikeLou Foundation, Phi Delta Theta is proud to now identify and recognize finalists for its annual Lou Gehrig Memorial Award. The award's recipient, finalists, and their respective teams have the opportunity to surprise an individual battling ALS in their community with a new, team-branded, custom Permobil wheelchair.

Finalists for the Lou Gehrig Memorial Award (2020 season) were Tucker Barnhart (Cincinnati Reds) and Nelson Cruz (Minnesota Twins). 🦉

The True Blue Society's Newest Members

Nicholas Beith, *Colorado State '20*
 Larry J. Breakfield, *Embry-Riddle '04*
 Norvi C. Cruz, *Wichita State '15*
 Colton Faddis, *Eastern Washington '20*
 Ryne M. Fagin, *CSU, Stanislaus '07*
 Jon Jason Jenkins, *Illinois '94*
 Connor William Lewis, *St. John's '22*
 Robert A. Placek III, *Creighton '12*

Kevin W. Quetano, *Cal Poly '02*
 Nicholas C. Sanacore, *St. John's '21*
 Mark H. Shipps, *Ohio Wesleyan, '70*
 Ronald C. Willis, *Ashland '68*
 Brad Shafer, *Nebraska '94*
 Ryan Frenz, *Southeast Missouri State '06*

Visit truebluesociety.org to join today.



Photos of Hack by Uly Bleil

CHAPTER GRAND

CELEBRATING BROTHERHOOD

A Zoom Living Memorial for Hack

Nova Scotia Alpha alumni honour a dying brother's life while he's still around to enjoy it

BY MICHAEL DUNN, *DALHOUSIE '88*

Who in their right mind spends twenty-four hours flying to and from Rio to see the Rolling Stones? Hack, that's who: a globe-trotting Canadian Dallas Cowboys fan and contractor whose Cadillac sported steer horns.

Alan David "Hack" Scott, *Dalhousie '77*, roared into Nova Scotia Alpha at Dalhousie University in 1976, a huge personality packed into a terrier's frame. He taught generations of Phis to embrace life—even to the end when his own was slipping away from esophageal cancer.

Hack entered the Chapter Grand on Wednesday, May 19, 2021.

Just two weeks earlier, his closest brothers worked with Hack's life partner, Karen Osborne, to organize a Zoom living memorial with a frail-but-still-feisty Hack as the guest of honour. Staging the event on Zoom allowed members of the Nova Scotia Alpha diaspora to see him again, retell epic Hack tales, toast him a lot and roast him a little.

But mostly, the living memorial gave Hack's friends the rare opportunity to make sure he understood just how much he had touched their lives and how much they loved him for it.

The living memorial was well organized and disciplined and saw upwards of forty Phis log on from around the world—Australia, Bermuda, Mexico, United States, and from Vancouver across Canada to Halifax—all beamed into Hack and Karen's Falmouth,

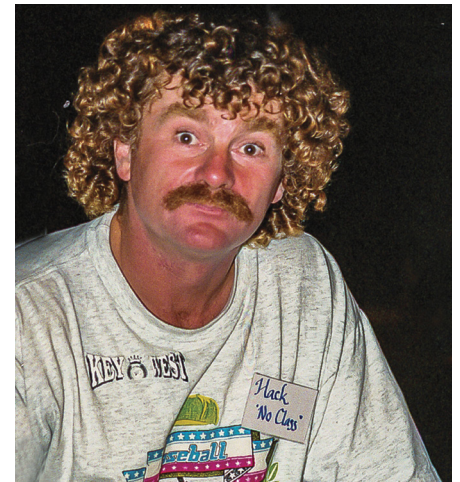
Nova Scotia living room via Zoom.

Warden Haroon Rashid, '77, managed the door and gavel/mute button, Emcee Rod Kerr, '79, gave opening remarks. Hack's fraternal and familial brother and Toastmaster Rob Scott, '83, led the first toast. Chorister Brian "Dude" MacDonald, '76, strummed and sang a tribute song, and his closest brothers rose to tell their favourite Hack story and raise a glass to honour him. That done, the gavel passed to brother Hack for rebuttal and response. He didn't disappoint, and the Zoom grid showed many smiling, wet faces.

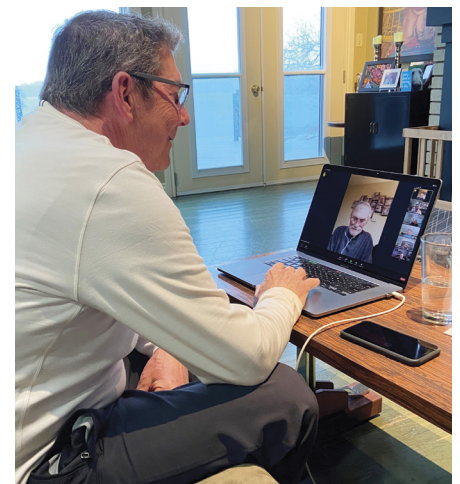
It was a hilarious, emotionally gripping, and cathartic experience.

The pandemic introduced the world to Zoom and allowed Nova Scotia Phis separated by distance across the globe to gather and celebrate the life of a beloved and dying brother while he could still see them enjoy their tributes. Zoom's record function allowed organizers to capture and post event video highlights on a memorial Facebook page for the benefit of the many Phis and others who couldn't attend, visit <http://phide.lt/hacktribute>. Historian Blair Cormier, '78, created this tribute page so Hack's friends and family could have a place to focus their Hack stories, photos, and other memories.

The brothers of Nova Scotia Alpha hope this story of their rewarding Zoom experiment encourages other Phis to consider the power and promise of a living memorial video call when one of their own is moving irreversibly toward the Chapter Grand.



A young Hack



Rod Kerr giving opening remarks



Joseph Dalton “Joe” Williams, *Nebraska ’50*, a distinguished alumnus of University of Nebraska, a former titan of the

pharmaceutical industry, supporter of the UNMC College of Pharmacy, and Phi Delta Theta entered the Chapter Grand on March 20, 2021 at ninety-four years old. Brother Williams served as a Foundation Trustee 1996–2005, Emeritus 2005–2021, and he and his wife, Millie, remain faithful friends to the Fraternity. Among the pharmacy profession’s highest honors, Joe Williams’ Schaefer Medal and Remington Medal are on display at the College of Pharmacy. Williams served as president of the pharmaceutical giants Parke-Davis, then Warner-Lambert, “at that time the world’s largest pharmaceutical company,” said dean emeritus Courtney Fletcher, PharmD.



Lothar Vasholz, *Colorado ’52*, entered the Chapter Grand on June 18, 2021. Brother Vasholz joined the General Headquarters

staff as a traveling consultant after graduating from the University of Colorado Boulder in 1952. He served as a province president soon after completing his time on staff and served as a member of the General Council from 1968–76 and as a member of the Foundation Trustees from 1976–83. Lothar was elected as President of the General Council and later served as Chairman of the Foundation Board of Trustees. Brother Vasholz received the

Legion of Honor Award at the General Convention in 2000 and was a long-time member of the Coachella Valley Phi Delta Theta Alumni Club.

Professionally, Lothar retired as EVP, corporate marketing officer of Union Central Life in 1995. He established a consulting practice, providing great benefit to the Associated Consulting Group, looking for life insurance companies that were candidates for a special review of reinsured life insurance. Lothar served as a board member on the World Affairs Council of the Coachella Valley, and with the Dick and Beverly Davis Community Center for the Salvation Army, serving the Coachella Valley and coordinating volunteer activities for the Red Kettle Campaign. He was an active member of the La Quinta, California Rotary Club.



Pete Lammons, *UT Austin ’66*, entered the Chapter Grand in April 2021.

The Phi Delta Theta Sports Hall of Famer was

the tight end for the New York Jets team that stunned the pro football world with a victory over the Baltimore Colts in the 1969 Super Bowl. He played for the Jets from 1966 to 1971, spending his first four seasons with them when they played in the American Football League, which struggled to survive in the shadow of the long-established National Football League.

Brannon Barclay Lesesne Jr., *Georgia Tech ’60*, was a longtime member of the Georgia Delta House Corporation. Brannon graduated from Georgia Institute of Technology, earning a BS in industrial management, proudly claiming a JBO (Just Barely Out). He was a member of

the Phi Delta Theta Fraternity, and as an alumnus, served as chapter adviser. In the early 1990s, he chaired the committee to raise funds to renovate the chapter’s house fully and reintroduced the benefit of employing a full-time house mother.

Douglas M. Wilson, *Miami ’64*, entered the Chapter Grand on March 5, 2021. Brother Wilson served as an adviser to the Ohio Alpha Chapter at Miami University, as province president (1972–1975), and then as alumni commissioner. Wilson served Miami as director of alumni affairs and later as vice president for university relations; was executive director of the University of Oregon Foundation; was vice president of university relations and external affairs at Indiana University and later was the founding president of IU’s Advanced Research and Technology Institute. During thirty-five years of higher education administration, Wilson also participated in professional activities highlighted by membership on the advisory board of the Fulbright Scholarship Regional Enrichment Center; chair of 1986 Council for the Advancement and Support of Education (CASE) National Assembly; chair of CASE’s 1984 Alumni Administration Institute; and served as a faculty member for two other institutes and numerous regional and national conferences. Additional service was as a member of the Foundation Consulting Commission, Association of Governing Boards, 1998–2004, and member of the 1983 Midwest Selection Board, White House Fellows.

University of Akron
Ohio Epsilon

Ralph W. O'Neil, '48
Raymond Darrell, '49
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...in coelo
quies est

"...in heaven there is rest"



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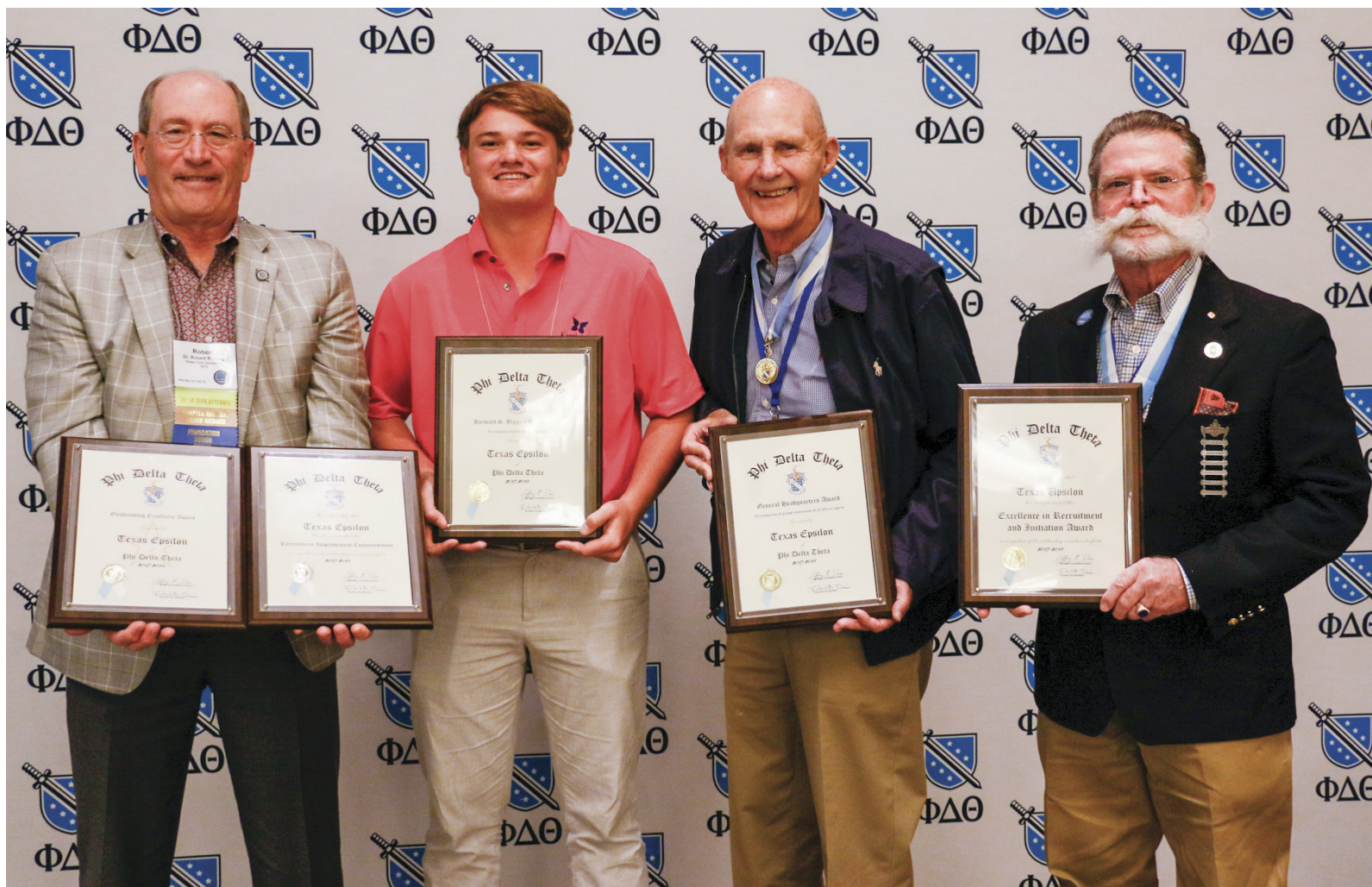
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Bill Dean (third from left) at the 2018 Kleberg Emerging Leaders Institute

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In his more than sixty years as a Phi, Dr. William F. Dean, *Texas Tech '61*, has changed lives, touched hearts, counseled, educated, mentored, and directed so many young men. Since he graduated, he has served the Texas Epsilon Chapter in an advisory capacity. Last year, the chapter committed to commemorating *The Scroll* Editor position at General Headquarters in honor of Dr. Bill Dean by creating a micro-campaign.

For the first time in Phi Delt history, Phi Delta Theta Headquarters will officially establish the Dr. William F. Dean Endowed Chair in editing and alumni relations.

For twenty years, from 1971 through 1991, Bill served as the editor of *The Scroll* of Phi Delta Theta. His work guaranteed that Phis across the country remained active and connected to our brotherhood, ensuring that the Fraternity grew to its current size and stature. The person who sits in this chair continues in that same tradition, aiding the brotherhood in what is happening amongst the entire Phi Delta Theta organization.

The brothers and friends of Texas Epsilon honor the legacy of a Phi Delt great. More than three hundred donors gave over \$400,000 to make this legacy possible.



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