



# Cal Delta Spotlight

USC House Corporation of Phi Delta Theta | Fall 2014 | University of Southern California

Alumni Office | P.O. Box 80828, Atlanta, Georgia 30366 | [www.phideltatheta-caldelta.com](http://www.phideltatheta-caldelta.com)

## USC House Corporation

### A Word From Our President



As the 2003 college football season began, Auburn fans were up in arms over the school's new rule that prohibited fans

from setting up tailgate parties too early before a game. The university said that before a Saturday game, fans could arrive at the stadium no earlier than—wait for it—Wednesday.

OK, so 'SC fans may not match that level of fervor, but there is something to be said for having enough perspective to spend less than four days languishing in a Winnebago. Our more balanced approach might have been best summarized by a University of Chicago professor back when the school had a team that actually rivaled Michigan. He said the school had two purposes: "to spread the light of knowledge over the western world and to lick Michigan."

At the Phi Delt house the actives are on board with both missions,

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### Alumni Spotlight:

## Robert R. Selby '68

*Editor's Note: For this edition of the newsletter we're shining the Spotlight on Brother **Robert Selby '68**. From the hometown of Pomona, CA, Bob started out at USC as a Brigham Young transfer student and basketball player. Our past President and Rush Chairman, Bob earned his degree in International Relations. After working for twenty years with J. Walter Thompson Company as a Senior Officer, Bob became a business owner and seller of several businesses such as Peter Piper Pizza. His success allowed him to pursue a 4-year degree in Music Theory at the University of Arizona. Currently living in Paradise City, Arizona, he is working towards being a Conductor on the international level and is preparing for a conducting debut in Europe in 2015. Outside of music, Bob has taken about 30 trips across the globe and has recently discovered a new love for world travel by ocean liner. Bob is the proud father of two sons, Jack, who co-founded PayPal, and Brad, his little brother, who was educated at Stanford and Oxford, and Dolly, his Old English Sheepdog. Read on to find out more about Bob!*



My experience at USC and Phi Delta Theta helped shape my life and my varied careers.

### How did you get a job with Young and Rubicam after graduation?

I worked in the mail room part-time – it was great for networking. The position had been another Phi's before I took over. I loved the industry and was promoted to a full-time position in the LA office, then promoted to San Francisco.

### What else did you do to get through school?

I worked my way through college as a basketball student-athlete for two years, rough necked in the oil fields, unloaded box cars, hashed at sorority houses, worked on local movie productions, and even worked for NASA. Studied hard. My major, International Relations, was very interesting and challenging, particularly during the Cold War. When I flunked the Foreign Service exam, I decided the advertising business was "international" and clearly "a relations-sensitive" business.

### When did the J. Walter Thompson Company come into the picture?

While at Young and Rubicam, I was hired away by J. Walter Thompson Co where I worked for twenty years, mostly in Chicago, Dallas, Detroit and New York. It was a great career working with very talented folks at the largest and most respected agency in the world. Most of my work as a senior officer was with two world-leading brands: Ford trucks and Schlitz beer and a scrappy number two, Burger King. I was a managing director when I decided to thaw out after working

### What was your favorite memory of being in the chapter?

My memories are vivid: in sports, beating the KA house in football as we rolled to win the Iron Man Trophy for the third year in a row (all sports). The KAs were loaded with athletes but the Phis were smarter, faster and tougher led by our D-1 level QB **Ned Reilly '66** and all-around player **Tom Schriber '67**. Early, I caught an acrobatic pass, dropped the next two and Reilly understandably didn't call my number again. I blocked hard. The work as President and Rush Chairman developed skills new for me and it was gratifying the house achieved our goals. We had 100 unique Phis and that was the real strength of our highly regarded fraternity.



Fall 2014 Sigma pledge class. Thanks Kevin!

Selby (Continued on Page 4)

# CHAPTER NEWS

## Brothers,

I write this to you while on the verge of handing the reins of presidency to another brother of California Delta. With elections upcoming we find ourselves looking ahead, much as we were when last I wrote you. But as everyone looks forward, I find myself marinating on the year that was.

As you well know this has not always been a year of smooth sailing. Along the way we made some choices, and failed to make others, that led us to stray our bounds. However, I write this to tell you we've never been stronger.

With 37 seniors graduating this past May, it became imperative to have a strong rush. Thanks to a great rush chair and a phenomenal house effort we now have a 30-man Phikeia



class ready to fill the shoes of those of us preparing for our own migration outward.

This time last semester I went in depth about social, philanthropy, brotherhood, etc. While I won't do so this time around, I will say that we're as strong as ever, in every way, across the board. As the university is seeking to reduce the risks associated with some fraternity events, I'm proud to say we have led the charge in finding innovative ways to both comply and have that all-important college experience.

When I look back on this year, I think not of the tumultuous moments but of the tremendous men I am lucky to call my brothers. I have been the one lucky enough to write you these letters. But from the bottom of my heart I tell you that I have only made it to the end of my term because of the support of brothers far more talented and more intelligent than I. It is to them I owe the successes of the past year, and to them all accolades should be passed.

Thank you for allowing me to serve your chapter as President for the past year.

Yours in the Bond,

Calum S. Hayes  
1642



**Chapter  
Spotlight:**

## Kevin Fohrer

*Editor's Note: Representing the chapter as Spotlight is Senior Kevin Fohrer. From the hometown of Arcadia, CA, Kevin is at USC working to earn his degree in Industrial and Systems Engineering. Our past Chapter Secretary and current Recruitment Chair, Kevin's Greek enthusiasm runs in the family as his mother is an Alpha Chi Omega, his older brother a Delta Tau Delta, and his dad was part of Tau Beta Pi. Kevin was instrumental in one of Cal Delta's most successful rushes to date, and in the installment of the new volleyball court. On campus, Kevin works as a Daily Trojan staff photographer and is a member of the Institute for Industrial Engineers. Read on to find out more about Kevin.*

### Why was fall Rush such a success?

The keys to our fall rush really came down to execution and communication. I, along with my committee, created a system that allowed for each active to play to his strength when it came to rush, and it really fostered an enthusiasm I have not seen in a rush before. The rush committee really emphasized establishing a personal connection with each rushee to create a feeling where each rushee felt he was genuinely wanted, thus giving us the biggest turnout we've ever had for a fall rush.

### How did you get involved with the volleyball court project?

I got involved with the volleyball court project my freshman year right after initiation as my first appointed position. To be honest, I had never even played volleyball before taking on the project, but I knew that this court would be a tremendous asset to the house, and that if it was going to happen, I was the man for the job.

### What has been the most exciting Daily Trojan assignment you've had?

While the most exciting could easily go to getting hit with a volleyball while covering a game, I have to say covering an event where Arnold Schwarzenegger spoke about the dangers of political deadlock. His speech really exposed the danger that the current two-party dominant political system poses to legitimate political progress. I'd like to someday be a part of the solution to mitigating political deadlock.

### What type of work have you done during your internships?

To start off I worked for two years with MWH Global. The first year I worked as a technician in a water testing lab, prepping samples for a

Radium 226/228 test. The following year I worked as a civil engineering intern, analyzing historical data and working on putting together deliverables, a water remediation project for the retired Santa Susana Field Laboratory. This past summer I interned with Northrop Grumman for the F-35 program in the Operations Project Management department. I integrated with the function heads on several areas for the assembly line to reduce non-conformance tags and optimize production, in addition to running meetings pertaining to a rate increase.

### Any plans for after graduation?

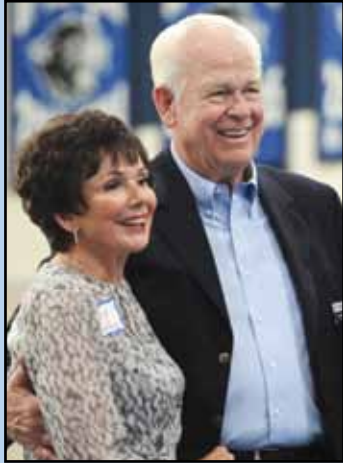
The question no one wants to answer! I am interviewing with a couple of technical consulting firms at the moment, but I'm also considering returning to the aerospace industry. I'm also applying to a Masters program to continue my Industrial and Systems Engineering education as a fallback if the job market isn't looking too promising. But I'm definitely planning on going to Europe for a grad trip with the crew before settling into whatever the future holds.



Kevin with his pledge brothers that are responsible for designing and building the volleyball court. From left to right: Brandon Kisch, Cameron Lutz, Kevin Fohrer, Evan Popiel, and Dillon Wessing.

# ALUMNI NEWS

## Cal Delt Becomes Founder of Boys & Girls Club



**C. H. "Cal" Johnston '54** became the founding chairman of a Boys & Girls Club location in Conejo Valley. The club is over 10k square feet and was named in Cal and his wife Marje's honor. The location now has over 4,200 children in the program. Congrats Cal!



The Cal and Marje Johnston Boys & Girls Club located in Conejo Valley.

## Phi Delts Present the Lou Gehrig Memorial Award to the LA Angels' Josh Hamilton

Each year Phi Delta Theta's national organization presents the Lou Gehrig award to a national sports figure who embodies Brother Gehrig's noble qualities. It is the only national award presented



by a fraternity to a sports figure. The award presentation is really notable for our chapter this year because Cal Delta's own Terry Adams appears in the far left of the photo, next to **Bob Biggs**, Phi Delta Theta's Executive Vice President, who invited Terry to the presentation in thanks for his great support of Phi Delta Theta's national organization and the Cal Delta chapter.

## Hackers Reunion: Cal Delta Phi Delts from 1950 - 1960

The weekend of September 6th marked a Reunion of Cal Delta Phis from 1950 to 1960. Dubbed the Hackers Weekend in honor of the golf weekenders that this group put on annually for decades, it was held at the Balboa Bay Club in Newport Beach. Twenty Phis from this era attended, and there was a really good story recounted about two of the guys being kidnapped by pledges and left with one shoe apiece on the back side of Catalina Island. Be sure to ask the guys about the weekend at the next alumni gathering.



The cocktail party at Curci's (60 years of Brotherhood)



## REMEMBERING

# Thomas L. Potter '52



**Tom Potter '52** is the only known member of Cal Delta to be killed in action serving in America's Armed Services. He was a pilot shot down during the Korean War. Cal Delta alumnus **Stu Neffler '54** has come forward with the idea for a plaque honoring Brother Potter to be mounted at a suitable location in the chapter house, and Stu has come up with a beautiful tentative design for the plaque. Phi Delts from the 1950's are currently engaged in a fundraising campaign to honor Brother Potter and help pay down the mortgage debt on the chapter house. Brother Neffler has graciously offered to pay for the plaque. Please contact **Bruce Buettell '82** at [brucebuettell@yahoo.com](mailto:brucebuettell@yahoo.com) for more information on how you can contribute to the *Tom Potter Memorial Fund*.



**1st Lieutenant, Fighter Pilot, United States Air Force  
Killed in Action over North Korea, June 17, 1953**

First Lieutenant Potter was a member of the 7th Fighter Bomber Squadron, 49th Fighter Bomber Group. On July 17, 1953, while on a bomb run, his aircraft crashed. No egress was seen. He was listed as Missing in Action. He was presumed dead on July 13, 1954. His remains were not recovered. Tom died 10 days before the cease fire ended the fighting, he was 22 years of age.

## Chapter Grand

We are saddened to learn of the passing of our Cal Delta brother:

**James J. Brett '50**





mostly in the east and try another career in Scottsdale, Arizona.

### How did you transition into business ownership and sales?

After leaving JWT in 1990, I had the sweat equity opportunity to rescue and turnaround a failing 150 unit regional restaurant chain with a JWT friend and former Burger King client. Based in Scottsdale, the pizza & game chain was owned by the Saudi Bank, which was close to liquidating the company. We made a deal with the bank and, as new owners, totally revitalized the brand. In 7 years we missed an IPO but sold the chain for \$100 million to an investment bank, who recently unloaded the brand on Chuck E. Cheese.

### Where did your love of music come from?

My parents were performing artists, and I was classically trained by my father on the clarinet. Dad was a world class musician and conductor. Mom was a violinist and a soprano soloist. At a young age I played a lot of chamber and orchestra gigs in Southern California on specialty clarinets for about ten years. My three siblings were outstanding musicians as well. Music was our oxygen.

### How does one train to be a conductor?

You have to start by having the DNA. Coming from two careers not directly oriented in music, I have had to leap frog to gain any level of artistry. A bachelor's degree in music theory (most difficult in the field) showed I had the chops in the language of music. Now three years of private conducting coaching and workshops was needed. A workshop allows us to conduct orchestras with internationally

known conductors as coaches. We then develop the skills needed to lead orchestras ranging in size from 35 to 90 players, depending on the music. Experience and age is a plus as many conductors work into their 80's. I still have more work to do. I am not in a hurry and am not doing it for the money.

### What did you enjoy most about traveling the world by ship?

I have always enjoyed traveling by ocean liner and have taken 30 voyages. Ships are a throwback to an earlier time, and there is much to do or little: interacting with fellow passengers, a time to relax, read, swim, try the craps table, listen to great music and to dance, enjoy fine cuisine, and see exciting ports of call and more. When we sailed out of a harbor, I really felt I was leaving the intense, often nerve racking pace of the advertising business behind, if for only a few weeks. And the folks at home didn't try to call. My trip around the world was for five months and a needed break from my music. It was a blast.

### What advice can you give to the alumni about seizing great opportunities?

To the older Phis, insure "retirement" is not in your vocabulary. We all have so many talents, and our sunset years can be as rewarding as when we were young Turks. Just go for it. For the young Phis, try out a lot of different opportunities and then "hitch your wagon to a star."



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achieving the highest GPA among fraternities of 100 or more members and hosting not just one, but two pre-game tailgate parties for alumni this season. At the second one before the homecoming game, the guys rallied to the tailgate after a dynamic exchange with the Gamma Phis the night before. This comes after a Fall Rush that was the most successful in all but a really old guy's memory. It brought in 32 new Phikeia, including two players on the football team. The chapter is on a roll, and I'm amazed as I talk with one senior after another who has had a great job waiting since before his senior year even started.

Meanwhile, thanks to the generosity of so many of you, the house's financial status continues to improve. Our total mortgage debt just broke below \$1.7 million, which isn't a bad milestone considering that it peaked at \$3.5 million during reconstruction five years ago. The House Corporation continues to approach donors with the goal of accelerating the pace of paying down the mortgage burden, which is essential to the long-term stability of the chapter.

How important is it that we eliminate the debt and secure our ownership of the house? Consider what happened recently at Wesleyan University, where the school decided to force its fraternities to admit women. The edict applies only to university-owned houses, not to the minority of fraternities that own their own houses. USC's administrators have traditionally had an outlook that's more sober than the prevailing philosophies at so many American universities, but it's good to be prepared in any case.

One of the best benefits of being a House Corporation board member is the way it keeps one in touch with so many alumni. A month ago Steve Scully and I had the privilege of speaking at a phenomenal reunion of Cal Delta Alumni from 1950 to 1960. And alumni attendance at the most-recent Blue Chip Dinner in August was by far the highest ever. We're scheduling more alumni functions, but the input I hear says there is demand for more still, from golf tournaments to skeet shooting to more dinners. If you have an interest in coordinating events, the House Corporation would like to hear from you. As well, I'm always fired up to talk Phi Delt on any matter at [brucebuettell@yahoo.com](mailto:brucebuettell@yahoo.com) or 714-680-4630.

If you have any questions or comments about the house or its finances, I'm always fired up to talk Phi Delt. Please contact me at [brucebuettell@yahoo.com](mailto:brucebuettell@yahoo.com) or 714-686-7186.

*Bruce Buettell*

Bruce Buettell '82  
President – USC Phi Delt House Corporation

## Save-the-Date!

# 2014 Blue Chip Dinner for Spring Semester



Friday Evening - January 23rd, 2015  
Location: TBD

